



Globalization Partners International (GPI) achieves certified partner status with premier Web Content Management provider Ektron

GPI adds Ektron CMS400.NET as powerful option for deploying multilingual websites

WASHINGTON, DC - November 7, 2006 - Globalization Partners International (GPI), a provider of document, software and [website translation services](#), announced today that it has achieved “Certified Partner” status with Ektron, a technology and market leader in web content management software. “GPI decided to pursue an Ektron partnership in order to expand its expertise in working with a variety of [web content management](#) systems which are suitable for designing and deploying multilingual websites,” said Martin Spethman, GPI’s Managing Partner.

“GPI has extensive experience interfacing with a wide range of [web content management](#) systems for clients who need to localize their websites into other languages,” said Mariano Drzazga, Global IT Manager for GPI. “GPI’s team can design, develop and deploy Ektron’s CMS from scratch or work with a client or interactive agency to provide website localization services in over 75 languages for a site already developed.”

GPI’s website localization services utilizing Ektron’s CMS400.NET platform may include:

- Comprehensive design, development and hosting for multilingual websites
- Localization of existing websites into other languages
- Partnering with interactive agencies to create language versions of English sites
- Global Search Engine Optimization Launch Services

CMS400.NET is Ektron’s all-in-one platform for creating, deploying and managing interactive web, intranet and extranet sites. It offers support for organizations’ globalization strategies by making it easy to manage all aspects of content creation, localization and publishing from within a single web-based application. CMS400.NET provides:

- Complete integration between a site’s native language and translated content
- Automated workflows for reviews and approvals
- Built-in support for the XLIFF XML standard
- Machine translation for a head start on multilingual projects

“Ektron CMS400.NET manages more than just content. It enables organizations to create and manage *all* aspects of a multilingual site unique for each language presented on a site,” said George Rassias, vice president of sales, Ektron. “By coupling our content management system with GPI’s extensive language and localization expertise, companies can deliver content to a global audience, support their brands in many languages, and expand their potential markets.”



About Globalization Partners International (GPI)

Globalization Partners International, LLC provides document, software and website translation services into over 150 languages including Arabic, Chinese, French, German, Japanese, Korean, Portuguese, and Spanish. For more information please contact: Martin Spethman: mspethman@globalizationpartners.com, Ph: 866-272-5874.

About Ektron

Ektron's web content management and authoring solutions are affordable for any organization and simple enough for anyone to use, yet offer webmasters, designers and developers all the tools they need to create, deploy and manage interactive web, intranet and extranet sites in one platform. With Ektron CMS400.NET, companies can do what they want on the Web, including developing rich sites for personal, two-way communication with visitors, building community through memberships, blogs and forums, and attracting more repeat visits using RSS feeds and web alerts to increase business opportunities. An open API allows for easy customization and extension. Ektron is headquartered in Amherst, N.H., and has more than 18,000 customer implementations worldwide, including Unilever, Intel and Pfizer. For more information, visit <http://www.ektron.com>.