

## Press Information

### **New Impact launches new web portal for the Schwyzer Kantonalbank with CONTENS**

*Munich, 06/25/2009 – The CONTENS Partner New Impact AG has redesigned the web portal of the Schwyzer Kantonalbank SZKB ([www.szkb.ch](http://www.szkb.ch)). Special highlight is the simplified navigation via keyboard codes. Technical basis for the relaunch is the latest version of the content management platform CONTENS.*

The Bern-based internet agency New Impact AG ([www.newimpact.com](http://www.newimpact.com)) has entirely redesigned the website of the Schwyzer Kantonalbank ([www.szkb.ch](http://www.szkb.ch)) with regard to the new image campaign. Focuses of the relaunch are the modernized communication design, the noticeably improved usability and the technology migration.

The new design enhances clarity and makes it easy for visitors of the website to benefit from the wide range of online offers. Already during the design process special attention was paid to the compliance with the guidelines of the Web Accessibility Initiative (WAI Level A). Moreover, the user-friendliness was overhauled and optimized by means of user tests in order to make access easier for all website visitors. For example, important pages have been made immediately accessible via a simple keyboard code: the combination ALT+5+Enter directly results in the search, whereas ALT+6+Enter leads you to the sitemap. Also in wording the content the online experts of the Schwyzer Kantonalbank and New Impact kept customers in mind and thus emphasized an understandable word choice and a clear text layout.

With this project the leading bank in the Canton of Schwyz continues a successful and long-standing collaboration with the Bern-based CONTENS partner New Impact AG. The technologic basis is made up of the application server Adobe ColdFusion 8 and the latest version of the content management platform CONTENS which has already been in use at the SZKB since 2002.

### **About the Schwyzer Kantonalbank**

Owing to consistent customer proximity the Schwyzer Kantonalbank in its history of many years has emerged as the leading full service bank in the

Canton of Schwyz. A successful business policy has resulted in a continuous generation of growth.

Today the Schwyzer Kantonalbank is represented virtually all over the Canton of Schwyz through its 27 subsidiaries. With over 450 employees it ranks among the major employer in the Canton of Schwyz. As in the previous years the international rating agency Standard & Poors has certified the excellent and steady rating of Aa+.

### **About New Impact AG**

New Impact AG was founded in Bern in 1998. An expert team with specialists in development, online marketing and online design works at the headquarters in the city center of Bern.

Effective, market-oriented web portals and successful, process-oriented as well as customized web applications are the focus of the service portfolio of New Impact AG. Together with its team New Impact securely escorts clients into the era of the digital information society. Not only the Schwyzer Kantonalbank ranks among New Impact's customers but also well-known companies such as Oettinger Imex, the Canton of Solothurn, the Paul Klee Center, the City of Biel, the Bern universities of applied sciences, and Swisscom.

### **About CONTENS Software**

CONTENS Software GmbH provides content management software (CMS) and social software solutions for companies with sophisticated online communication needs. Its line of products meets the demands of businesses from small online editors to international companies.

A strong network of experienced partners conceives innovative and customized CONTENS solutions and implements them according to individual demands. With the help of the CONTENS platform-independent CMS products, businesses can quickly realize and edit extensive online projects without any prior programming knowledge.

Several well-known companies depend on the content management products provided by CONTENS, such as Adecco, Brose, the Concordia Insurance Group, Eli Lilly, the HypoVereinsbank BKK, the HVB Direkt, John Deere, the cantons of Aargau and Freiburg, manager-lounge, the Max Planck society, McDonald's Deutschland Inc., Mövenpick Hotels & Resorts, the Oettinger Imex AG,

Ratiopharm, RTL interactive, the Schwyzer Kantonalbank, Siemens TS, the town of Biel and T-Mobile.

## **Further information**

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