

Press Information

Landis+Gyr: International Rollout with CONTENS

Munich, 10/29/2009 – Landis+Gyr, worldwide leading provider of Advanced Metering solutions, is rolling out its international online appearance based on the content management system (CMS) CONTENS. With twenty-four websites from a central CMS installation, the Swiss company is able to reach an increasing number of clients around the world while at the same time reducing administrative costs.

Expanding its country-specific online appearances, Landis+Gyr focuses on customer proximity following the satellite principle: At the center is the worldwide Landis+Gyr website www.landisgyr.com that presents international news, products, and services as well as company information. From there visitors can easily reach the portals for the economic areas Asia Pacific, EMEA, North America, South America and each of the currently 19 country sites.

CONTENS supports the internationalization strategy of Landis+Gyr in an optimal way through easy and effortless administration of multi-language websites. This allows, for example, existing content to be reused on all websites at any time. Already supplied translations can very easily be integrated into the respective country version by the responsible editor. Special customer and user groups are directly addressed in their regional markets and local news in the respective language immediately integrated. A customized online application for structured product management facilitates the integrated maintenance of product data, as well as the display of products on various country websites. Administrative overhead has been reduced considerably since content only requires a one-time central maintenance. That way, it can be inserted in identical form on many country websites.

“Thanks to our country-specific websites we can more effectively present regionally different solutions and products. CONTENS noticeably facilitates the maintenance and administration of our many international websites”, says Micheal Probst, Head of Marketing EMEA at Landis+Gyr. Further advantages for the international rollout are the uncomplicated user interface which minimizes training costs, as well as the flexible expandability with individual modules. Landis+Gyr will also build on the successful cooperation with CONTENS for further expansion of their standardized online infrastructure.

About Landis+Gyr

Landis+Gyr is the leading provider of integrated energy management solutions tailored to the needs of power supply companies. Thanks to its global presence and renowned for outstanding quality and innovation, Landis+Gyr is in an excellent position for comprehensive Advanced Metering solutions. The company currently has the broadest portfolio of products and services in the electricity, heating, and gas meters industry and paves the way for a Smart Grid of the next generation.

Landis+Gyr has a yearly turnover of more than 1.3 billion USD with 44 subsidiaries worldwide in over 30 countries on five continents. The company employs over 5000 employees who have dedicated themselves to the goal of sustainable energy management. More information under: www.landisgyr.com.

About CONTENS Software GmbH

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. With the help of CONTENS' platform-independent CMS products and social software solutions, businesses can realize even extensive online projects within a very short amount of time and without any prior programming knowledge being required.

Several well-known companies rely on the content management products provided by CONTENS, such as Adecco, Böllhoff, Brose, the Concordia Insurance Group, Eli Lilly, the HVB BKK, John Deere, the cantons of Aargau and Freiburg, the Max Planck society, McDonald's Deutschland Inc., manager-lounge, Mövenpick Hotels & Resorts, the Oettinger Imex AG, Ratiopharm, RTL interactive, Schwyzer Kantonalbank, Siemens TS, the city of Biel, T-Mobile and UniCredit Direct Services.

Further information

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