

# Sun™ and Polopoly

## Partner Brief



### Value Proposition

Polopoly is Scandinavia's leading Content Management supplier, having produced its 100% Java™ platform since 1996. The Polopoly system is a strategic tool employed by Europe's leading media companies and higher education institutions. Polopoly is proven to thrive as the technological backbone to high demand digital ventures. Our typical customer operates in either high traffic, personalized websites and services or back-end intense operations that include hundreds of content providers as well as complex administrative functions.

The Polopoly platform includes the following modules:

- Polopoly Content Manager
- Polopoly Relationship Manager
- Polopoly Discussion Forum
- Polopoly Micro-Edition (J2ME™)
- Polopoly Newsletter Server
- Polopoly Voting & Rating
- Polopoly Digital Commerce.



The Polopoly system maximizes the benefits of its J2EE™ architecture to offer its customers a high degree of flexibility that manifests itself in ways like browser and platform independence on both the editorial and delivery side of the transaction. Polopoly is fundamentally used as the central content management system that supplies dynamic content to a wide range of digital devices, from the web, to the intranet, to mobile devices and interactive digital television.

In higher education environments Polopoly typically serves as the central content management hub that feeds data to content-thirsty applications. The system's open and well-documented APIs allow for integration to other business critical university systems like the portal system, virtual learning environment, student records, or library system.

### Competitive Standing

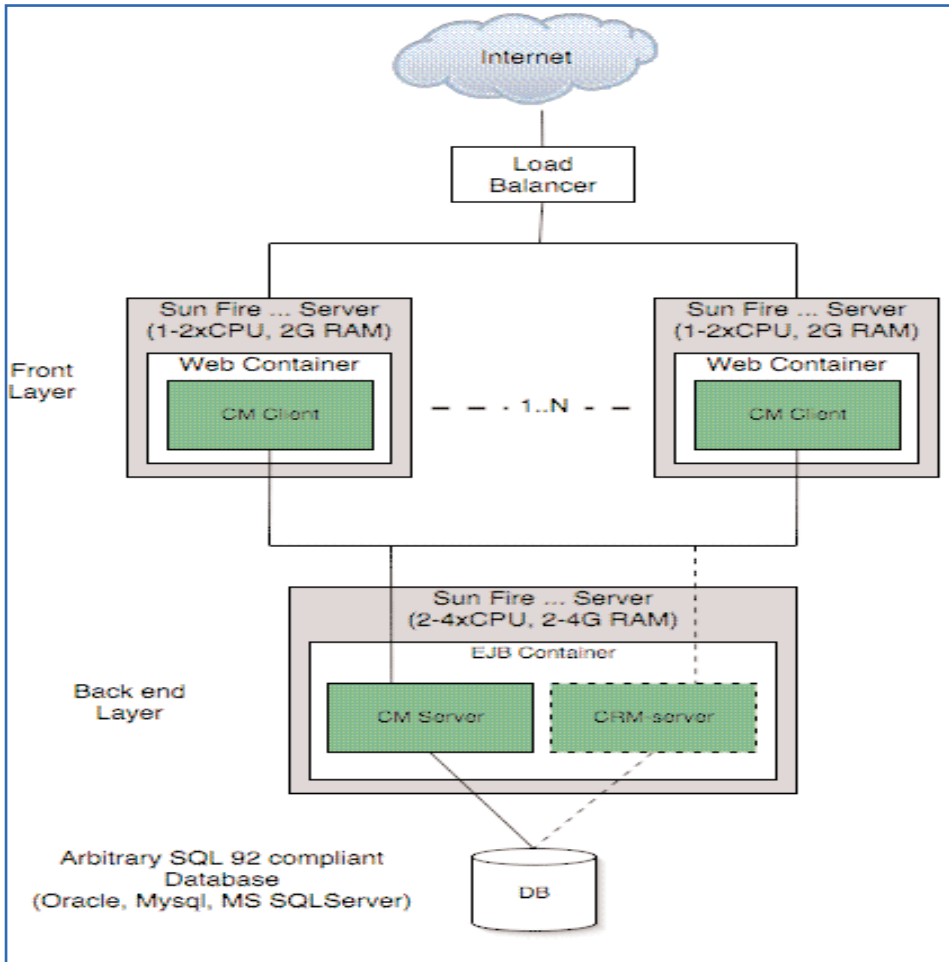
Polopoly has been profitable in every year since its inception. The company has never accepted venture capital and is thus able to remain masters of its own destiny and to follow a competitive development path that is based upon industry experience and customer feedback, not investors' demands.

The past two years have been marked by strong international growth with new customers being acquired in France, Luxembourg, and the United Kingdom. 2004 will mark Polopoly's most profitable year to date with an increase in revenue of over 40% from 2003. In 2005 Polopoly will offer its higher education package outside of the European market.

### Benefits of Running Polopoly on Sun

Polopoly has a long history of success running in a Sun environment. The majority of Polopoly's higher education customers run on Sun Solaris. In the last year five major HE institutions chose to implement Polopoly in the Solaris environment and on Sun hardware. Sun is the partner of choice when HE customers decide to undertake high demand, scalable, and stable web ventures.

**Suggested Configuration**



**Notable Polopoly/Sun Installations**

- The University of Sheffield  
www.shef.ac.uk
- Stockholm University  
www.su.se
- The University of Edinburgh  
www.edin.ac.uk
- Linköping University  
www.liu.se
- King's College London  
www.kcl.ac.uk

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