



## TESTIMONIAL: BLUEWIN / SWISSCOM FIXNET AG, SWITZERLAND

„Not everything is as simple as the HomepageTool from Bluewin!“



This advertising slogan, heard in numerous radio commercials in Switzerland, pokes fun at complicated assembly instructions like hooking up your DVD player or VCR to your TV. The largest Swiss Internet service provider (ISP), Bluewin, is using the HomepageTool software as a means to draw new customers to its hosting products and increase its sales. The power behind the HomepageTool is the CM4all WebsiteCreator produced by the Cologne firm CM-AG.

» Bluewin /  
Swisscom Fixnet AG:  
Switzerland's number  
one Internet provider

The Swiss company Bluewin AG is a fully-owned subsidiary of Swisscom AG with its headquarters in Zurich. For more than 6 years, Bluewin has been providing comprehensive

Internet services for private and small/home office customers (SOHO) as well as for small and medium-sized businesses.

These services include standard solutions such as hosting (HostCenter) as well as overall solutions that incorporate consulting, access, e-Commerce solutions, Web design, banner advertising and support.

» Finding the right match  
to meet market needs

Bluewin first became aware of the Cologne firm Content Management AG (CM-AG) in February 2001, during the Internet Expo in Zurich. At that time, Bluewin AG was searching for a software solution that could be bundled with the company's hosting products and increase their turnover as well as expand their product base.

*Bluewin HomepageTool: Selection of a design template.*



Jürgen Ziehfreund, Head of Application Services and HostCenter at Bluewin AG tells us why he chose to bundle the CM4all Websitecreator with his hosting products:

„We evaluated various solutions throughout the international market - including professional content management systems - that we hoped would allow our clients to create and manage their own homepages in our HostCenter. We decided in favour of CM4all WebsiteCreator, since this system generates professional and high-quality results with a high degree of user-friendliness. Especially for those PC users with absolutely no



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*Jürgen Ziehfrend, Bluewin AG  
Head of Application Services and HostCenter*

„In this way, we were able to tailor our system exactly to our partners' technical infrastructure - and not the other way around," explains Cornel Schnietz, CTO of CM-AG

The CM4all server software was installed into Bluewin's data center and is serviced by CM-AG via remote access.

### »» A customer center with a link to SAP

Once the German version of the HomepageTool was installed, the next step was the implementation of the specified customer center.

This center administers client and project data and allows customers to view and manage their data independently. Every Bluewin HostCenter client receives access to the HomepageTool along with his or her hosting package and can

programming skills. The upgrading options make the system scalable for our customers, as the application can grow along with the business." The intention was to create an individual solution for the Swiss market based on the CM4all WebsiteCreator. The new Bluewin HomepageTool includes both a Web module component and a customer center to assist users in the independent administration and management of their CM4all services.

In addition, a template database was developed and configured to contain the appropriate design recommendations for various industries represented among the future users of the HomepageTool. The open design of the system's interfaces proved to be ideal here.

### »» Professional project management

In April 2002, CM-AG began implementing this concept. First, a new user interface needed to be defined for the software.

In a strong cooperative effort between the Bluewin project team and the screen designers from CM-AG, a CI-conformant layout was developed that was closely related to the color palette and design of the Bluewin homepage.

The customer center of the Bluewin HomepageTool.



then decide whether to use the basic configuration (included in the hosting fee) or to modify the system to suit his or her needs through upgrades at extra charge.

For the automatic generation of invoices, CM-AG has linked the customer center to Bluewin's SAP billing system, allowing for the exchange of applicable customer data. The customer center not only allows the client to view his or her order information at any time, but also to update or change it.

„In this way, Bluewin also reduces administrative costs,” explains

Isabella Kosch, Product Group Manager for ASP-Products at Bluewin AG, enthusiastically.

As a further component of the CM4all customer center, an administration system was also installed for internal Bluewin usage for the management of customer accounts

## » Bluewin's launch of CM4all software boosted through elaborate advertising activities!

The German-language version of the solution was presented for the first time at the Orbit/Comdex in Basle in September 2002.

For this occasion, Bluewin AG came up with a special attraction for its exhibition stand: Five times each day, a well-known radio and television host created a professional homepage for one of the visitors present, live on the air, in a matter of minutes. The lucky winners will be able to operate these homepages free of charge for one year - including the necessary Web space - and maintain and edit them further by using the HomePageTool.

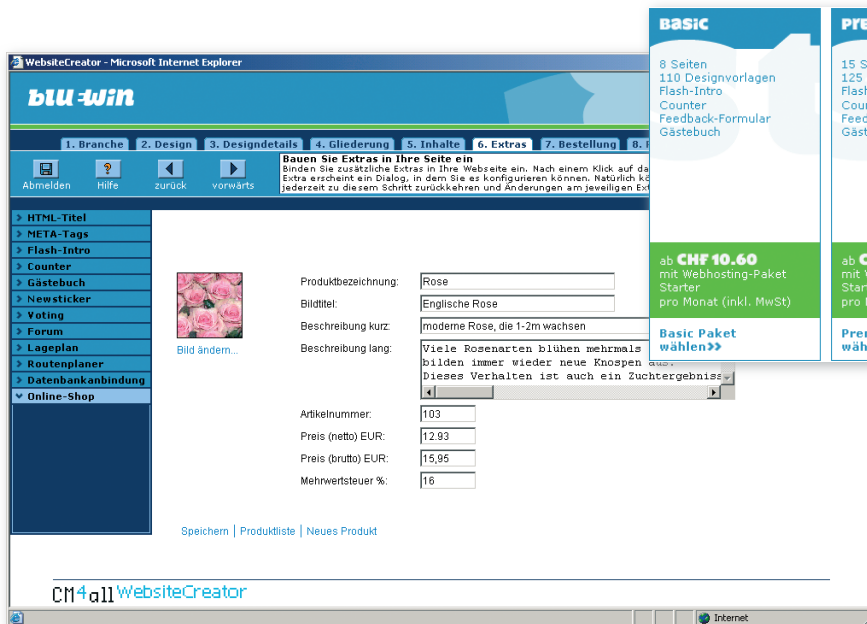
The introduction of the Bluewin HomePageTool in Switzerland was accompanied by extensive advertising activities. In addition to several radio ads, detailed brochures and flyers were produced, and large-scale advertisements were placed in the most important print media.

The campaign was also supported by extensive online marketing. Among those responsible for the very humorous and appealing campaign was the highly regarded agency Jung von Matt.

Bluewin Area Manager Ziehfreund had this to say about the campaign: „We managed not only to present our technical products in an appealing way, but at the same time to make

A choice of the Bluewin advertising activities.





BASIC	PREMIUM	UNLIMITED	UNLIMITED PRO
<ul style="list-style-type: none"> <li>8 Seiten</li> <li>110 Designvorlagen</li> <li>Flash-Intro</li> <li>Counter</li> <li>Feedback-Formular</li> <li>Gästebuch</li> </ul>	<ul style="list-style-type: none"> <li>15 Seiten</li> <li>125 Designvorlagen</li> <li>Flash-Intro</li> <li>Counter</li> <li>Feedback-Formular</li> <li>Gästebuch</li> </ul>	<ul style="list-style-type: none"> <li>Unlimitierte Seitenzahl</li> <li>140 Designvorlagen</li> <li>Flash-Intro</li> <li>Counter</li> <li>Feedback-Formular</li> <li>Gästebuch</li> <li>Newsticker</li> <li>Voting</li> <li>Forum</li> <li>Lageplan</li> <li>Routenplaner</li> </ul>	<ul style="list-style-type: none"> <li>Unlimitierte Seitenzahl</li> <li>140 Designvorlagen</li> <li>Flash-Intro</li> <li>Counter</li> <li>Feedback-Formular</li> <li>Gästebuch</li> <li>Newsticker</li> <li>Voting</li> <li>Forum</li> <li>Lageplan</li> <li>Routenplaner</li> <li>Datenbankanbindung</li> <li>Online-Shop</li> </ul>
<p>ab <b>CHF 10.60</b> mit Webhosting-Paket Starter pro Monat (inkl. MwSt)</p> <p><b>Basic Paket wählen&gt;&gt;</b></p>	<p>ab <b>CHF 20.50</b> mit Webhosting-Paket Starter pro Monat (inkl. MwSt)</p> <p><b>Premium Paket wählen&gt;&gt;</b></p>	<p>ab <b>CHF 50.50</b> mit Webhosting-Paket Starter pro Monat (inkl. MwSt)</p> <p><b>Unlimited Paket wählen&gt;&gt;</b></p>	<p>ab <b>CHF 50.50</b> mit Webhosting-Paket Starter pro Monat (inkl. MwSt)</p> <p><b>Unlimited PRO Paket wählen&gt;&gt;</b></p>

*The four different extra packages, that include f.e. the online shop feature, generate additional revenues.*

them understandable and usable for everyone. The customer feedback we have received up to now has been very positive.”

The French-language version of the Bluewin HomepageTool was launched in December 2002.

## » Success thanks to HomepageTool with optional extras

Since its initial launch, the range of functions offered by the Bluewin homepage tool has been enhanced several times.

In addition to new design templates, extra features such as the forum, route planner and online voting have been integrated. Bluewin also offers e-commerce functionalities for websites.

In order to integrate these helpful features into their websites, Bluewin customers can order an enhancement of their HomepageTool at extra charge.

Bluewin offers four different HomepageTool extra packages that are especially interesting for business customers. Depending on the desired number of pages and required range of services, the customer is free to decide which extra package he or she can order in addition to the regular hosting package and the basic HomepageTool configuration (creation and maintenance of 8 web pages maximum).

Thanks to the advanced CM4all technology, Bluewin is continuously adding new users to its customer base while making the hosting division more profitable.

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