

## ET NETERA a.s. Company Press Release

### **Ticketpro has a new website produced by Et netera**

**The modern website enables to manage the content independently in total of 15 countries**

Prague, February 5, 2009 – *ET NETERA*, a leading Czech provider of e-business solutions, launched a new website of Ticketpro (www.ticketpro.cz). The main objective of the new website construction was to enable each country of the Ticketpro group to manage easily its part. The whole solution is built on the Content Management System *jNetPublish* by Et netera which enables to create and manage the content right on the website thanks to so called *Insite Editing*.

The Ticketpro company is operating in 15 countries and each country needed to manage own website which would meet the requirements of a modern web presentation. The core of all presentations is formed by a catalogue featuring cultural, social, sports and other events. Other content is formed by press releases, overview of sales points and other information on the company. This content is very dynamic, changes frequently and therefore it was necessary to apply a system which would enable fast and easy content management.

The launch and production of a new website was preceded by a tender. 6 companies participated and the winner was Et netera a. s. “*We looked for an established, stable firm with a sufficient technological background and complex scope of services including a quality post-project care. The system was especially important for us, enabling efficient content management independently in each country. Et netera met all our requirements the best,*” said Kateřina Tornerová, the communication manager of the Ticketpro group.

The works on the development of the website started in August last year. In the first stage Et netera performed an analysis and took over the current website. Then the Content Management System *jNetPublish* was applied and the pilot and at the same time the largest presentation – Czech Republic was developed. The whole development of the system was conceived to enable a relatively quick start of other national presentations of Ticketpro with minimal costs.

“*The cooperation with Et netera went very well to our complete satisfaction. It resulted in a modern website which meets our needs at the most. The whole project proceeded easily, was launched on time and in a high quality*” said Jan Nesměrák, the Technical Manager of the Ticketpro group.

“*If you are working with professionals who know what they need and at the same time they are open to your suggestions it is apparent from the result. It is a real pleasure to work on such projects for such customers,*” said Pavel Novák, Et netera a. s. Key Account Manager, and added: “*Currently the presentations of 4 countries – Czech Republic, Poland, Slovakia and Croatia – have been launched. The other 9 countries will be added during the first term of this year.*”

Since 1992 TICKETPRO ([www.ticketpro.cz](http://www.ticketpro.cz)) has been providing services connected to the sale of tickets for cultural, social and sports event with the stress on the use of computer network. At present time in the Czech Republic TICKETPRO sells more than 2 millions tickets every year on the average of 3.500 events every month and

cooperates with most organizers in the Czech Republic. During the whole time of its existence TICKETPRO has sold more than 20 millions of tickets.

**ET NETERA a.s. (www.etnetera.cz)** belongs among the leading Czech providers of complete e-business solutions and technologies. ET NETERA designs, implements and operates companies' portals, intranets, extranets, websites, tailored e-shops, internet payment systems and other tailored web applications. Products and services concentrate on content management (CMS, ECM, WCM), document management (DMS), e-business consultations, web design and guaranteed 24/7 operation of provided solutions. Among the clients of the company there are Annonce, Ahold, Datart, DVC (i-legalne.cz), EMG (knizniweb.cz), Telefonica O2, Siemens, Volksbank and others.

For more information, please contact:

Ondřej Čihař / ET NETERA a.s.

PR & Marketing

tel:+420 233 326 810

mobil: +420 602 603 907

**pr@etnetera.cz**

