

**Modera to commence £1.3m new platform development****CMS and CRM software company Modera commence platform development on £1.3 million R&D investment**

**Thursday, 11 June 2009, London, UK** ---- CMS and CRM software company Modera <http://www.modera.com> is to start development using the £1.3 million R&D investment announced in March 2009.

Modera announced the investment into research and development (R&D) earlier this year was to go towards building ModeraNET2, a second generation platform that drives Modera's content management system (CMS) and customer relationship management (CRM) products.

Siim Vips, CEO of Modera comments, "Although our current platform is solid and will remain competitive for years to come, it's important for Modera as a company to continue pushing boundaries and provide our clients and partners worldwide with innovation and technology of the future. The Modera R&D team are combining different best practices from the commercial development space and the approach of large software organisations with our own solutions. This delivers an efficient, fast and universal scalable technology for SMEs through to corporates at a very competitive rate."

The second generation platform will employ several innovative practices and approaches not used before in the CMS and CRM industry. These include cloud support, independent horizontal scaling and universal plug-in integration (including Google Wave and other Application Programming Interface's (APIs).

The ModeraNET2 platform build has been built as a prototype, and actual build is now underway. ModeraNET2 will optimise all existing and future CMS and CRM best practices; ensuring that global partners and clients have the best tools available to deliver great user and technology friendly web applications. Once completed, it will provide its users with a system that adapts easily to future technologies.

The Modera development team have started work on a new level of infrastructure and security layers that will allow the ModeraNET2 platform to seamlessly integrate with third-party protocols and APIs. Vips explains, "This will mean that the new platform will be ready and able to work effectively with what is set to become the new communication standard of real-time browser based collaboration through the upcoming launch of Google Wave and other technologies such as Microsoft Office 2010 (codenamed Office 14)."

Features that will come standard in the ModeraNET2 platform include the ability to use web applications whilst offline, dynamic interfaces, horizontal scaling and layered architecture amongst others. The ease of use of the new platform enables both large and small software developers to port their products or create new functions on one platform. It will also enable less experienced developers to produce professional products at a quick rate whilst still delivering cost effective services for their customers.

Vips explains, "Unfortunately many businesses are tied into using technology that is inflexible, expensive and difficult to work with. In most cases, a business needs to buy additional licences and plug-ins, compounding the financial burden during a global recession, just to integrate value-adding tools such as widgets, photo albums, video libraries and similar. Modera offers a cost effective, future proof platform that will meet (and exceed) both client and partner expectations. This is evident through the significant investment we are making in R&D and the success of our existing technologies including the recently released MMDK2."

ModeraNET2 will be available to clients and partners globally towards the end of 2011.

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----Notes to editors----

A product sheet on the ModeraNET2 platform detailing key selling points, technology and product timeline is available here

The media spokesperson for Modera is [Siim Vips, CEO](#).

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This press release is available in [PDF, plain text and Word formats](#). Photographs are available of the Modera team.

### **About Modera**

<http://www.modera.com>

Modera is a global software company specialising in content management development that constantly challenges the technology and clients environments to deliver superior solutions that meet expectations. Modera operates in over 20 countries including Germany, Hong Kong, Spain, UK and the USA, with headquarters in Estonia.

Backed by 24-hour support and a vast partner network, Modera takes the hassle out of content management with its cost-effective webmaster, intranet and extranet product line. Whether taken separately or together as a complete interconnected product, these tools are fast, secure, simple-to-use modular in design making them highly flexible and are competitively priced.

Simple to install and maintain, Modera's scalable service caters for SMEs through to large organisations that require products to service bespoke individual needs. Its clients include established and well-known brands such as Citizen Watches, Group 4 Securicor (GS4) Hong Kong Express Airline, Jamiroquai.com, Nissan and The Mama Group Plc.

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