

## Express Newspapers, one of the UK's largest newspaper companies, selects WoodWing

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ZAANDAM, THE NETHERLANDS (December 18, 2007) — WoodWing Software has been selected by the UK publisher Express Newspapers to supply Smart Connection Enterprise as the editorial platform for the Daily Express, the Daily Star, Ok! Magazine and several other publications.

With an average daily sale approaching two million copies, Express Newspapers is one of the largest newspaper publishing companies in the UK. After carefully evaluating the main suppliers of editorial solutions, the company decided to replace its existing QPS system with WoodWing's Smart Connection Enterprise. At 700 seats, this is one of the larger members of the WoodWing family.

Smart Connection Enterprise fit the company's needs for an editorial system that is flexible and scalable. Also, for the Express one of the main selection criteria was Web and multi-media support. WoodWing's blended media approach offered the required multi-channel publishing capabilities. Altogether, Smart Connection Enterprise was best suited to meet the ever-changing demands of the modern publisher.

"We are convinced the WoodWing system will give us the kind of performance we are looking for," said Steve Draper, IT Director at the Express. "It is a young, forward-looking company which will work with us and our integrator Media Systems to deliver a system tailored to our needs. The flexible and open nature of the system was a key factor in the decision."

"This is one of the largest and most successful publishing companies in the UK," said Jeroen Sonnemans, WoodWing Europe's Managing Director. "Their decision-making process was very thorough. The scale of the operation in terms of user numbers and multiplicity of sites dictated the need for an open, highly configurable yet robust solution; they knew precisely what they needed. Smart Connection Enterprise proves to be unbeatable in such cases."

Media Systems Limited secured the contract, which combines Smart Connection Enterprise with Net Publish Enterprise, a content archiving solution from dutchsoftware.com, and a wire copy management system from FingerPost.

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About WoodWing

Based on many years of experience in the publishing industry, WoodWing knows where the challenges lie. WoodWing has been addressing those challenges effectively, using standard and proven technologies, open source components, and open architecture, to create the most progressive solutions available on the market for the production of print and online publications. Rapid growth worldwide and success across the full spectrum of small to large publishers demonstrate that WoodWing makes the best tools for the best price.

[You can find this press release here](#)