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To Whom It May Concern:

KVS Inc. is a rapidly growing software company specializing in archiving solutions to help customers in all industries reduce the cost and complexities of email and file storage, compliance and reduction of legal and IT risks. As a worldwide company with over 200 employees and offices across North America, United Kingdom, Europe and Australia, KVS relies heavily on its corporate website to provide accurate and timely information to prospects, customers, partners and employees.

In September, 2003 KVS finalized plans to replace its existing (old) corporate website in order to simplify and sharpen messaging for global appeal and to address the web demands of various target audiences. A critical aspect of the new website was to implement a website content management system which would allow KVS to simplify website updates, and create a flexible platform for future growth and management.

After conducting an extensive search/review of five enterprise website content management systems, KVS selected Flexweb from flexSCAPE, LLC its corporate website project.

Flexweb is a solid content management tool-set that combines adaptable modules to create a turnkey platform for complete website management. Aside from initial site set-up and graphic design services which were provided by KVS' design firm Horizon Productions, 90% of the KVS website is managed and maintained by KVS marketing staff thanks to Flexweb's intuitive and easy to follow WYSIWYG page editor. Everything from site structure to uploading files is familiar to anyone with experience using Microsoft Windows and Office applications such as Word and FrontPage. With no training, I was up and building simple pages in minutes.

Not only does Flexweb simplify basic website page creation, but it also allowed us to implement and manage member groups on the website. Most noteworthy is our [myKVS](#) group which allows website visitors to register themselves to be members of myKVS and receive special access to white papers, demos and other special promotions on kvsinc.com. The myKVS user can manage and edit their profile, opt-in to newsletters, and register only once to access register-required downloads. Essentially, this tool has allowed KVS to automatically capture, manage and track marketing data on who is visiting the site as well as what has been downloaded in an opt-in lead capture format. Each myKVS download is dropped into a database in real-time and available for retrieval at a click of the button. In addition to myKVS, we have created secure areas for employees and partners to access internal data.

Regarding general demographics, Flexweb's site administration console gives us total control over managing the member groups and site statistics as well. I can see number of visits, number of hits and even most popular pages for any date range I choose. These stats are extremely valuable as we continue to fine tune the site and provide reports to KVS executive management.

Overall, Flexweb provides a cost-effective, full function content management system for websites. As a marketing manager, I can manage the entire site without having to have an in-house web developer. It has increased our ability to capture and manage web leads by 80%. And the automated processes Flexweb provides has facilitated updates and reduced our web-dependant resources by 60%. KVS is extremely happy with the product performance and services provided by Torsten and the flexSCAPE team.

Regards,

Dave Campbell
North America Marketing Manager
KVS Inc.