



BOOM! Marketing Engages HKS to Build Client Portal

Toronto, Canada, September 1, 2005 – BOOM! Marketing has selected Haven Knowledge Systems to program and host its partner and client portal to be named BOOM!Net. This portal will give BOOM! the ability to interact with its clients and suppliers in a deeper and more efficient way. BOOM! chose HKS because of its experience building business to business portals and its range of proven technologies already used in the field.

HKS is building the e-business portal for BOOM! on top of its Web Content Management system called WebContent. This will give BOOM! staff the ability to maintain the content on their externally-facing website as well as interact with their clients and partners from a central interface.

“This portal will provide BOOM! with a great tool for managing projects with its clients and its suppliers,” said Brad Einarsen, founder of HKS, “our experience with these portals is that they improve the relationship between the portal owner and their clients while at the same time reduce the amount of overhead work that the internal staff need to handle. One of our case studies shows that this improvement can be as much as 50% per person.”

Haven Knowledge Systems is a federally-incorporated, Canadian company serving the needs of mid-sized businesses. Its people have over 10 years experience in communicating over the Internet and its clients range from small start-ups to established Canadian manufacturers with global sales.

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