

e-Spirit Customer Survey

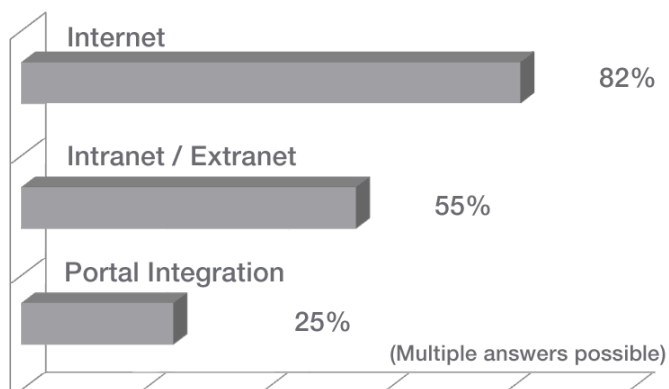
Users Give FirstSpirit High Marks

Users of the high-end Content Management System (CMS) FirstSpirit show higher-than-average rates of satisfaction with the product.

This was the result of a recent customer satisfaction survey commissioned by e-Spirit AG, makers of FirstSpirit. The survey consisted of extensive phone interviews with a random sampling of e-Spirit customers which were conducted by the market research firm mind Business Consultants. 92 percent of those surveyed were „satisfied“ to „very satisfied“ with the CMS solution. In addition to measuring overall satisfaction, the survey also inquired as to what areas of their companies buyers are implementing FirstSpirit, what factors were decisive in their decision to purchase FirstSpirit, and whether they would buy FirstSpirit again and recommend it to others. The anonymity of respondents was guaranteed by the market research team to ensure the validity of responses.

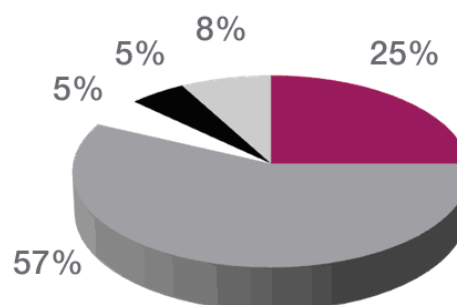
Customers Would Choose FirstSpirit Again

More than 80 percent of users – including IT managers, editors in marketing and corporate communications – would purchase FirstSpirit again and 94 percent would also recommend the software to others. „Those are extremely good numbers for willingness to buy again and recommend the product to others“, said Christian Halemba, partner at mind Business Consultants.

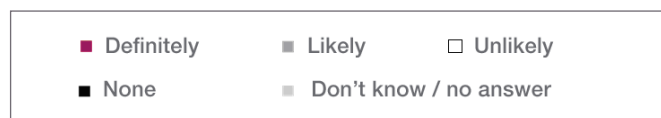
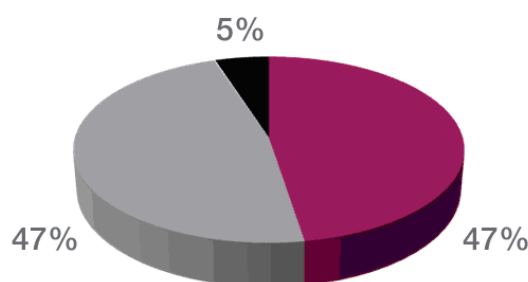


What applications is FirstSpirit being used for?

Willingness to purchase again



Recommendation intention



Willingness of FirstSpirit users to purchase product again and recommend it to others

FirstSpirit areas of use

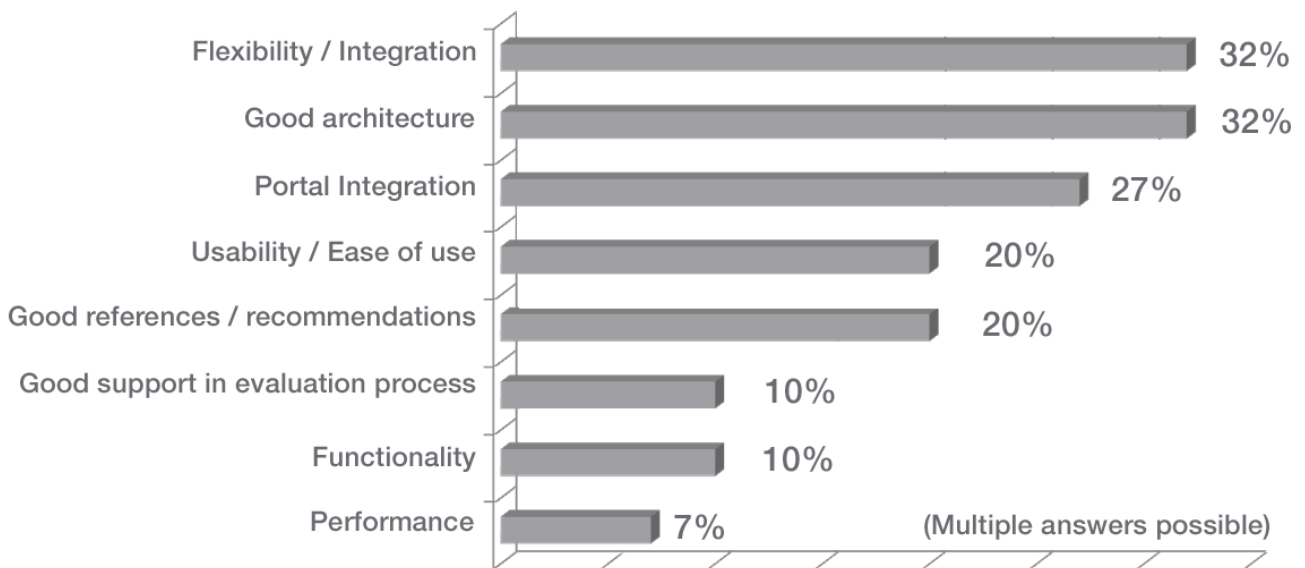
According to respondents, FirstSpirit was primarily being used for creating and administering websites on the Internet, managing content for intranets and extranets, and for integration with such large portal solutions as SAP NetWeaver and IBM WebSphere. The numbers reflect the needs that companies have: The Internet as the classical application for content management systems, the intranet and portal integration as the most important areas of use for larger companies. FirstSpirit's strengths can be utilized especially well here, for example by

integrating with complex IT environments and consolidating processes as a central content integration platform so that distributed enterprise content can be efficiently managed and published to different channels.

Reasons for choosing FirstSpirit

Respondents were specifically asked to provide the main reasons for choosing FirstSpirit so they would not be swayed in their answers by the suggestions provided. The reasons most

frequently cited by respondents were flexibility, support for integration, and the quality of the software architecture, which for example allows simple, optimized integration with the IT environment, and with its clear separation of structure, content, and layout, enables flexible content publishing to different output channels. 27 percent specifically cited FirstSpirit's superb portal integration capabilities as a crucial factor in their decision. Other important factors were user friendliness and intuitive usability, the strong references and recommendations from other users.



What reasons were decisive in your decision to choose FirstSpirit?

About e-Spirit

Quality comes from inspiration.

e-Spirit is the manufacturer of FirstSpirit™, the content management system for companies with high expectations of their solutions. e-Spirit is a reputable internationally-oriented product supplier with big-name customers in all sectors.

e-Spirit was founded in 1999 by former members of the Fraunhofer Institute for Software and System Technology (FhG ISST) in cooperation with the IT service provider adesso AG and stands for outstanding product development and introduction expertise.



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