TECHDIVISION

Press release

TYPO3 Neos core developers start independent company

TYPO3 Neos has long since grown out of its infancy and has both national and international references to show for itself. By now the innovative content management system is on a professional technical level and provides high quality. Its users are inspired by the high degree of usability and the ease of use. Now the established Neos core developers Robert Lemke, Karsten Dambekalns and Christian Müller act on the signs of the times and establish an independent TYPO3 Neos company. The aim is to provide professional support to interested agencies, companies and firms that already have expertise in TYPO3 Neos and to stand by during the development of projects.

TYPO3 Neos – Review & History

The initial work on TYPO3 Neos began back in 2006 - primarily led by Robert Lemke and Karsten Dambekalns. It was originally planned to publish a new TYPO3 version named TYPO3 5.0. During the implementation it became clear that this new version would have nothing in common with the existing TYPO3, so they agreed to use the working title "TYPO3 Phoenix". This finally lead to two new products TYPO3 Flow and TYPO3 Neos, so a brand strategy for those two new products had to be found. An umbrella brand strategy was chosen, that on the one hand, includes the existing TYPO3 CMS - which is developed in parallel - as well as the two new products. Technologically though, the existing TYPO3 CMS and TYPO3 Neos have nothing in common. Meanwhile, after continuous improvements and enhancements, TYPO3 Neos version 1.2.1 is available, providing a stable, powerful and scalable CMS solution.

Flownative is about to launch – Support for businesses and agencies

To meet market needs in a sustainable way, it seemed useful also to those responsible at TechDivision to establish an independent company to support agencies and companies who want to use, or do already use Neos with know-how and infrastructure. Therefore, the core developers Robert Lemke, Karsten Dambekalns and Christian Müller stepped up to the idea of launching such an independent company. Above all, the aim is to strengthen the Neos ecosystem, and to assist companies and agencies in the future when working with Neos to implement projects successfully. This idea is now being implemented with the founding of the company Flownative.

Further information on the range of services Flownative offers are presented in more detail in March 2015 at the international TYPO3 Neos event "Inspiring Conference" in Kolbenmoor. Interested parties can also register now on the flownative.com website to be informed on the further development of the products.

"TYPO3 Neos has arrived in a professional environment. For further development of the market, we consider it essential to position an independent service company in this environment. Robert, Christian and Karsten will, from February 2015 on, be on a mission to assist agencies and

companies in the implementation of TYPO3 Neos projects with Flownative", said Stefan Willkommer, Managing Director of TechDivision GmbH.

Among the first customers of the new TYPO3 Neos Company are, among others, the TYPO3 Neos agencies TechDivision, sitegeist and MOC, which will make use of the comprehensive and

competent service of the company. Through the collaboration with Flownative agencies can offer their customers professional expertise and guarantee the best possible Neos solutions on the web. "TechDivision supported, encouraged and challenged us tremendously in the development of Neos. To provide another unit at TechDivision that supports other agencies and companies in TYPO3 Neos implementations would not have gone hand in hand with the strategic direction of TechDivision and would probably also have questioned independence. Establishing an independent company is therefore a logical step. We are now ready for new challenges across all industries and assist companies and agencies in working with TYPO3 Neos" said Robert Lemke, project founder of TYPO3 Neos.

Sven Ditz, CEO of sitegeist, welcomes the latest developments in the TYPO3 Neos environment: "We think the establishment of Flownative is strategically important for TYPO3 and a necessary measure for many challenging projects. With Flownative the professionalism and competitiveness of Neos is better than ever before and I reckon that Flownative is another strong argument for customers to opt for Neos. sitegeist is of the first customers with utter conviction, and we look forward to an intensive cooperation."

For the technical director and manager of networkteam, Christopher Hlubek, the support topic plays a central role: "Especially in mission-critical projects readily available support and professional know-how are very important. This is for our clients an advantage when choosing the system - the independence from a particular agency is still often an important argument. In addition to collaborating on large customer projects, we consider Flownative a competent partner especially when it comes to trainings and workshops".

Flow Native will be positioned internationally from the start and offer support for developers in several languages. Jan-Erik Revsbech, Managing Director of Denmarks leading Neos agency MOC, emphasizes the importance of the presence of a professional support for agencies to decide for Neos, when in doubt: "We believe that Flownative will substantially help agencies with expert technical support and make TYPO3 Neos projects more viable for everyone—including danish clients."

TYPO3 Neos – multiple advantages

The innovative CMS primarily shines with a user-friendly interface and usability. TYPO3 Neos offers–especially for editors–the advantage of easier and more efficient means to maintain content and allows, for example through inline editing, to work intuitively in the Neos backend. In addition, Neos is considered an extremely powerful and scalable platform on which features can easily be developed and integrated. The Flow framework also provides the opportunity to develop further complementary applications for sites.

For more information about TYPO3 Neos see neos.typo3.org. For details on this press release and answers to further questions, please contact TechDivision or the founders of Flownative, they are happy to help.

Contact TechDivision:

TechDivision GmbH
Herr Dominik Haller, M.A.
Spinnereiinsel 3a
83059 Kolbermoor
Tel. +49 8031 221055-41
Email: d.haller@techdivision.com
Internet: www.techdivision.com

Contact Flownative:

Mr Robert Lemke
Tel. +49 451 30 50 35-11
Email: robert@flownative.com
Internet: www.flownative.com

About TechDivision

TechDivision GmbH is one of the leading interactive agencies in the German-speaking world, with locations in Rosenheim / Kolbenmoor and Munich. For many years it has supported well-known national and international clients such as Ritter Sport, Anita, Eurotours, Meggle or Ferrero as a competent partner with the holistic planning, design and implementation of web-based technologies and strategies.

As a Magento Gold Partner and TYPO3 Association Gold Member TechDivision is one of the leading partners when it comes to demanding Magento and TYPO3 solutions and is also instrumental in the development of the innovative TYPO3 Neos. In addition to development based on open source technologies TechDivision offers additional services on the subject of performance marketing–such as SEO / SEA, usability and conversion optimization, web tracking, social media and more eConsulting services–through its online marketing unit TechDivision eConsulting. More information about TechDivision can be found at http://www.techdivision.com.