

Ref: connect2 press release

September 2007

Power ahead with ebooking

The 10th September 2007 will see the launch of Hertford based **lorensbergs** eagerly anticipated new ebooking product – **connect2**. Staff will be welcomed into the office on Monday with a goodie bag, decorations and a week long competition as they celebrate the addition of **connect2** to the product range.

“Our 14 strong team have worked extremely hard to secure a successful launch for **connect2**, I am extremely proud of them” commented Grant Palmer, Business Development Director.

“We are all incredibly excited about the launch of **connect2**. Put simply, our product enables an organisation to book anything and everything via their website. For example you can book meeting rooms, car parking spaces, equipment for meetings, even complex events. Whatever you need to book, regardless of quantity or timeframes – **connect2** can manage it for you. It even links into your current CRM, financial or other database systems too, if required. So, from a user perspective, whether you are at home, work or on the move; a member of staff or a customer; **connect2** is flexible and easy to use!”

He further added, “We are continually working to provide our customers with the best ebooking solutions on the market, and this product is certainly going to fulfill that mission. We currently have planned development and installations taking place at over 10 UK sites, so **connect2** is already proving popular. The power of ebooking has most certainly arrived!”

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Notes for Editor:

- The lorensbergs UK office is based in Bluecoats, Hertford and currently employs 14 staff
- lorensbergs provides a range of fully web-based software solutions
- Well known for the **netloan** suite of products which lead the way in PC management solutions for the education and public sectors.
- Over 100 **netloan** customers worldwide, local customers include Hertfordshire County Council, Essex County Council and West Hertfordshire College
- lorensbergs provide a complete service from design to development; sales to support
- Strategic partners globally
- Microsoft Gold Development Partner; Sun Advantage Programme Partner
- Investors In People Standard Achieved 2005 – 2007

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