

Sitecore North American Site of the Year Category Winner Awarded to Arke Systems' Development for Cobb EMC

Atlanta, March 1, 2011 – Arke Systems, an Atlanta based technology-consulting firm, developed the award-winning Web site for Cobb Electric Membership Corporation (Cobb EMC). Cobb EMC, a not-for-profit electric membership cooperative providing reliable electric energy to five north metro Atlanta, GA counties and four counties in southwest Georgia, was named the North American [Sitecore](#) Site of the Year category winner. Selected from several customers, Arke Systems is being recognized for its use of Sitecore's Web technology to develop more effective business processes and advancing online strategies for Cobb EMC.

Arke Systems was introduced to Cobb EMC's website development project by Blue Sky Agency and was able to help Cobb EMC get their site up in 120 days from strategy to launch.

Goals for the new site were to improve user experience, drive more online servicing of energy clients, and reduce the amount of time Cobb EMC spends making updates. Arke Systems worked closely with Cobb EMC's IT department to identify the best content management system. Once the Sitecore CMS platform was chosen, Arke Systems, Blue Sky Agency, and Cobb EMC's public relations and marketing departments, worked very closely to implement Blue Sky Agency's impeccable information architecture and website design.

"We engaged Arke Systems to assist with the implementation of Sitecore on our website. They did such great work that we continue to engage them on other development efforts and look forward to all future projects involving our partnership," said Ray Bond, Systems Integration Director for Cobb EMC.

With the Sitecore platform deployed, Cobb EMC has been able to make content changes to the website quickly and without technical staff assistance, making it possible to keep the site content fresh and relevant.

Today the Cobb EMC site is live, and feedback has been extremely positive – from both content editors and site visitors.

Sitecore's Site of the Year contest recognizes organizations that have leveraged Sitecore's technology to develop the most outstanding websites. Nominations are judged on creativity, integration with rich data sources and applications, the ability to engage, educate and motivate an action, and the overall user experience the site is able to deliver to its visitors. The Sitecore Site of the Year contest is divided into four regions, International, Denmark, UK, and North America.

About Arke Systems

Arke Systems is a technology-consulting firm assisting businesses in the Atlanta area who realize information technology is a catalyst to their long-term success. Recognized as a Microsoft Gold Certified Partner, Arke Systems is one of the leading technology-consulting firms in the Atlanta area working with businesses to provide innovative and flexible solutions. Arke specializes in custom web application and software development, database development, business intelligence, Sitecore, and Microsoft Dynamics CRM and SharePoint solutions.

About Blue Sky Agency

Blue Sky Agency is one of Atlanta's leading independent, full-service advertising agencies. With a staff of 30+, the agency's specialties include strategic planning, advertising, branding, identity & design, interactive marketing, direct marketing and media planning and buying. Blue Sky, founded in 1994, has a client roster that includes the Atlanta Braves, Atlanta Hawks, Atlanta Thrashers, Berry College, FleetCards USA, Gas South, Gospel Music Channel, Reader's Digest, Turner Broadcasting and Lifetime Networks.

About Sitecore

Sitecore redefines how organizations engage with their customers online, powering experiences that can sense and adapt to a customer's needs to increase revenue and customer lifetime value and satisfaction. Sitecore was the first Web Content Management system (WCM) to incorporate marketing automation, intranet portal, e-commerce, Web optimization, social media and campaign management technologies into a cohesive, integrated open platform. Sitecore's software makes it easy for businesses to identify, serve, engage and convert new customers online.

Sitecore's broad choice of capabilities enable marketing professionals, business stakeholders and information technology teams to rapidly implement, measure and manage a successful website and online business strategy. Its powerful development platform, integrated marketing automation tools and intuitive editing workspace enables successful websites of all types.

Thousands of public and private organizations have created and now manage more than 24,000 dynamic websites with Sitecore including ATP World Tour, Computer Associates, ISS, Lloyd's of London, Microsoft, Omni Hotels, Siemens, Thomas Cook and The Knot.

Connect in the [Sitecore Community](#) to experience Sitecore's success and that of its customers, partners and developers.

Media Contacts:

Kristen Cooper, Marketing Manager

Arke Systems, LLC

404-812-3123 extension 205

KCooper@ArkeSystems.com