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## **n-tara interactive becomes a certified partner with Ektron**

(Johnson City, Tenn.) [n-tara interactive](http://www.ntara.com), an interactive marketing agency specializing in online strategies and sales enablement solutions for Fortune 1000 clients, recently became a certified partner with [Ektron Inc.](http://www.ektron.com), a technology and market leader in Web content management software (CMS).

n-tara interactive CEO Ralph O'Dell said this joint venture marks a strategic partnership for the company. "The Ektron platform streamlines the content management process through a standardized, consistent infrastructure. That translates to ease of use for our customers," O'Dell said.

In order to be an Ektron Certified CMS partner, n-tara interactive demonstrated expertise in building effective Web-based solutions using the Ektron CMS400.NET solution. n-tara interactive quickly established proficiency using the Ektron platform with the launch of its own company Web sites; [www.ntara.com](http://www.ntara.com), [www.ntarainteractive.com](http://www.ntarainteractive.com) and [www.ntaraworks.com](http://www.ntaraworks.com). In addition, n-tara interactive has deployed Ektron's content management platform for the launch of two new Web sites for its client Hunter Fan Company, [www.hunterfan.com](http://www.hunterfan.com) and [www.changehappensindegrees.org](http://www.changehappensindegrees.org), an energy savings campaign site which features actor/environmentalist Ed Begley, Jr.

Ektron offers its partners an opportunity to work their way up through three levels; Certified, Gold and Platinum. n-tara interactive expects to reach the platinum level within the year due to the number of Web sites it will be creating with the Ektron CMS. Ektron partners include Web development companies and interactive firms that are listed among the top 50 interactive agencies in the world.

"At Ektron, we value strong partnerships like the one we've developed with n-tara interactive. As our partner they share our vision of delivering the new Ektron CMS400.NET offerings to their customers," said David Scalera, Director of Channel Sales and Alliances. "Through Certified Partners like n-tara interactive, we are able to deliver our leading social and professional networking platform and seamless Web content management solution to clients worldwide with full assurance that they will be professionally and expertly supported."

**About n-tara interactive:**

n-tara interactive is a new breed, full-service interactive agency that leverages award winning design with leading edge technology to create innovative, performance-driven brand experiences. Specializing in web site development, online marketing, guided selling, sales enablement and analytics, n-tara interactive approaches every engagement with research, exceptional user experiences, and the discovery of critical customer insight. Serving a diverse clientele in the Fortune 1000, n-tara interactive is based in Johnson City, Tenn. with staff in Los Angeles, Calif. and Columbus, Ohio. For more information please visit [www.ntarainteractive.com](http://www.ntarainteractive.com).

**About Ektron:**

Founded in 1998, Ektron is committed to providing revolutionary, scalable Web content management and authoring solutions. Ektron CMS400.NET empowers developers and non-technical business users alike: developers can take advantage of built-in Server Controls to deploy a Web site out of the box or customize the deployment using CMS400.NET's well-documented API, and business users benefit from an intuitive user interface for managing their Web site's content and messaging. From enterprise level deployments to single sites, CMS400.NET ships with a wide array of functionality, including social networking, Web 2.0, SEO and synchronization tools. Headquartered in Nashua, N.H., Ektron has more than 20,000 customer implementations worldwide, including LG, Sony, and Johnson & Johnson. For more information, visit: <http://www.ektron.com>.

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