



News + Ideas

Punxsutawney Phil Sees His Shadow

02/02/11

Punxsutawney Phil, America's most famous rodent prognosticator, saw his shadow Tuesday in his Western Pennsylvania home, signaling six more weeks of winter.

Link: <http://www.groundhog.org/>

Animus Rex Moves!

09/01/09

We are pleased to announce our move to a larger office:

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Suite 401
New York, NY 10003

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Animus Rex Tapped for Kelley Drye Redesign

06/01/09

Kelley Drye & Warren, an AmLaw 200 firm and Animus Rex client since 2003, has engaged Animus Rex to develop its redesigned Web site. The new site will include numerous enhancements, new and revised content and a fresh look for this firm.

Animus Rex continues to refine and expand top podcast for the Carnegie Council

03/31/09

Animus Rex continues to refine the Carnegie Council for Ethics in International Affairs podcast effort. Consistently ranked in the top 10 organization podcasts, Animus Rex's platform has smoothly handled a 1,200% increase in subscribers over the last 18 months. Flash streaming video was added to the site at launch and the enormously successful audio podcast was added shortly thereafter. The capability has now been upgraded to include H.264 and video podcasting. Animus Rex worked with the CC to define and refine their strategic mission which included making their in-house events available online thereby exponentially increasing their audience and reach.

Animus Rex is an avid supporter of the Carnegie Council's mission and is proud to help them leverage the web as an efficient distribution network.

Link: [Carnegie Council Videos](#)

Advantage Testing Foundation launches

02/19/09

Animus Rex launched the Advantage Testing Foundation web site. Advantage Testing Foundation is the public service arm of Advantage Testing. ATF programs include [Trials](#), [Math Prize for Girls](#), LEDA and Learning is Healing.

Link: [Advantage Testing Foundation](#)

Kaye Scholer mobile site launches

01/30/09

Animus Rex launched a full mobile site for law firm Kaye Scholer. The site includes customized mobile workflows and automatically optimized mobile views. The Animus Rex EsKort platform made this possible by dynamically re-purposing content without the need for duplicate entry by the Kaye Scholer webmaster. As existing documents are edited and new documents are added or removed, the mobile site is automatically updated. This ability will be key to providing a seamless experience for the ever increasing use of mobile web.

Kaye Scholer Website Launches

01/04/09

Animus Rex launched the web site for esteemed law firm, Kaye Scholer LLP. The new site features a portal approach to every section and nearly every page. All elements are cross-related and contextual. Animus Rex president Todd Rengel said, "This is by far the most complicated site we've ever developed. The ability to dynamically create all pages that automatically cross reference each other was a major challenge and required us to re-write several core EsKort features. These ultimately have improved the performance of our EsKort application and thus benefited our entire customer base."

Other features include multi-language deployment, RSS feeds by practice, streaming video, an intuitive and attractive interface, automatic print, PDF versions of every page, and automatic vCard creation. Animus Rex's SEO practice went to work straight away on the project and was able to get the firm's site ranked number one within the first week and most lawyer pages ranked on the first page of Google within the first month after launch. The integrated effort of production programming with SEO strategy from the beginning paid off in spades.

In development but not yet launched is a full mobile site for the law firm including customized mobile workflows and automatically optimized mobile views for the entire site. This will be among the first law firms to roll out a mobile site. Animus Rex's EsKort platform made this possible by dynamically re-purposing content without the need for duplicate entry by the KS webmaster. As existing documents are edited and new documents are added or removed, the mobile site is automatically updated. This ability will be key to providing a seamless experience for the ever increasing use of mobile web.

Link: [Kaye Scholer](#)

Animus Rex wins suite of sites from prestigious New York tutoring company, Advantage Testing

09/01/08

Advantage Testing, the Rolls Royce of NY college prep and private tutoring companies, has awarded the contract to redo their corporate site, and create from scratch their foundation site and several of the foundation's individual program sites including TRIALS, a partnership with NYU School of Law and Harvard Law School. Animus Rex who will do the information architecture,

programming and development joins forces again with Ross Culbert & Lavery who will do the web and associated marketing material design.

The TRIALS site is expected to launch mid-November, followed by the AT Foundation site in early February and the Math Prize for Girls site in March. The main Advantage Testing site is expected to be complete in early 2010.

Todd Rengel, President of Animus Rex, Inc. commented, "It's a great honor to be working with Advantage Testing to create their various sites. The programs AT Foundaton is developing will help to promote excellence in math and science and provide incredible opportunities to bright, motivated yet underprivileged individuals who would not otherwise have such a leg up. To be part of this effort is really what it's all about".

Bernstein Litowitz Berger & Grossmann Website Launches

08/28/08

BLBG is a high-end plaintiff law firm based out of New York City and is well known for their securities litigation practice, most notably the \$6.15 billion recovery for WorldCom Investors which is second largest in history. This was our first time working with a plaintiff firm and though similar to corporate law in many respects posed a unique set of positioning challenges. Each firm is unique, but this was the first time we were really highlighting cases in a way that John Q Public could understand. BLGB is such a well respected firm that they needed to be presented a notch up from their competition while still being accessible to their target. We worked very hard to strike the right balance between ease of use, professionalism and capability for the site. The design is handsome and the site incorporates many of the features we've deployed for other law firms but presented in a unique and interesting way.

One feature we're especially proud of is the ability to pull related news, events, publications and cases into an attorney's bio. As information is added to the site, the bio pages are automatically updated which provides for fresh and relevant content that is easily maintained by a streamlined marketing staff.

We also deployed several unique charts done in dynamic flash. One presents significant recoveries in an animated bar chart which is cross referenced to their case section. Another is as a dynamic timeline that allows the user to visually explore the firms history and cases. Where possible cases are automatically related and linked to. Both are easily maintained by BLBG's marketing department using the EsKort platform. There is no need to redo the flash from scratch and they can make changes to the content on-the-fly, further

empowering them to control and maintain all of their site content.

Link: [BLBG](#)

Invest PropertyGroup launches

06/07/08

Animus Rex is pleased to announce the launch of the InvestProperty Group (IPG) website, the second site we've produced for DPEC Partners. IPG focuses on real estate investments in Argentina. The site has it's own branding, but the layout is similar to the DPEC site, thus helping to create a cohesive company feeling across the sites. They also share content in the news section.

The IPG site includes resizable text feature, photo galleries, inline video on the home page

Link: [Invest Property Group](#)

Daphne Larger Sizes launches

04/07/08

Dapnne Larger Sizes is an elegant and eclectic New York City boutique, which has been providing fashionable, inspiring and comfortable clothing for larger and plus size women for decades. Daphne is passionate and committed to offering stylish and sophisticated individual clothing that celebrates and flatters the fuller figures of plus size women.

Animus Rex was called on to update and reorganize the Daphne site, and provide a way for Daphne to manage the content. We updated the CSS and the layout, provided Daphne with the EsKort CMS and our fully integrated e-commerce shopping cart. The original site was organized by "outfits", and each season's outfits were in one main catalog. We've organized by product type making it easier for visitors to shop.

We also migrated Daphne Larger Sizes corporate email to Google Apps.

Link: [Daphne Larger Sizes](#)

Lehman Brother's 2007 Online Annual Report launches

03/31/08

Animus Rex launched the online version of the Lehman Brothers Annual Report today after a record short project timeline. One of Lehman's requirements was that Flash was not to be used, however they did want kinetic movement and a 'slick' factor. Animus Rex accomplished this by using sophisticated DHTML and AJAX coding techniques.

The other major challenge was to deliver something cutting-edge an incredibly tight deadline. The entire project was last minute and had to be done, concept to completion, in only three weeks. The Animus Rex team pulled out all the stops, bought a lot of coffee and pizza, and basically lived at the office for the month of March. They delivered the project ahead of schedule and on budget.

The trend to distribute annual reports online is expected to grow now the the SEC has ruled that reports can now be distributed exclusively on the Web and that printing and mailing paper reports is no longer required. The move to online distribution only should collectively save public companies millions if not billions each year -- not to mention countless trees!

DPEC Partners Contracts with Animus Rex for Online Portfolio

11/01/07

DPEC Capital, Inc., an investment brokerage firm that specializes in offering individual investors access to venture capital and private equity investments, has retained Animus Rex to architect their online web portfolio. This is an exciting opportunity for Animus Rex because DPEC is affiliate with several companies in diverse markets, from real estate to tourism to wine.

The DPEC Capital, Inc. site is set to launch in early January 2008 and Invest Property Group is scheduled for June 2008. Algodon Mansion - April 2008, Algodon Wines and Algodon Wine Estates - December 2008.

The DPEC site includes lead generation tracking, resizable text feature, a secure password for a restricted section of the site, and image galleries.

Bazan PR launches

10/08/07

Animus Rex is pleased to announce the launch of the BazanPR website. BazanPR is an independent public relations and marketing services agency whose strengths are in the fields of entertainment, event marketing, publishing, and corporate PR. Until this time they had no online presence.

We worked very closely with Jackie Bazan-Ross, President & CEO, to define the site architecture, needs and goals. And Ross Culvert & Lavery provided a clean, elegant design.

The EsKort CMS makes it easy for BazanPR staff to relate areas of expertise directly to their representative case studies and vice versa. The client list is easily accessed by category or by viewing the full list at-a-glance. Use of a "lightbox" for viewing enlarged photographs representative of the agencies work.

Link: [BazanPR](#)

Children's Victory Project Launches

06/22/07

Robert Friedman, a Partner at Kelley Drye and Warren, is the Founder and Chairman of the Children's Victory Project, a charitable cause created to provide assistance to New York City children and families with children who survive violent crimes, domestic violence and abuse.

Having worked with Animus Rex on the Kelley Drye website, Mr. Friedman turned to us when Children's Victory Project needed a web presence. Animus Rex designed this site both front and back-end, including photo research, all within the CVP budget. The site integrates directly with PayPal to accept donations.

Link: [Children's Victory Project](#)

The Heckscher Foundation for Children Launches

05/11/07

Animus Rex is pleased to announce the web site launch for The Heckscher Foundation for Children. The Heckscher Foundation was founded in 1921 to promote the welfare of children in New York and elsewhere throughout the United States. Today, it provides grants to youth-serving organizations in the

fields of education, family services, child welfare, health, arts and recreation.

The challenge in creating this site was to show the long history of great work that the foundation enables while at the same time presenting specific guidelines for grant seekers.

Our design partner for this project was Michael Aron.

Link: Heckscher Foundation

Boies, Schiller & Flexner Site Launches

05/11/07

Boies, Schiller & Flexner's new site, bsflfp.com, represents the culmination of 6 years of daily experience in the law vertical.

"We pulled out all the stops", says Todd Rengel, President of Animus Rex. "The site is elegant, simple to use, and yet extremely powerful under the hood. We can put this up against any law firm site and come out on top." The site features a sophisticated design compliments of Ross Culbert & Lavery and functionality that includes: dynamic navigation, cross related bios and practice areas, a powerful integrated search, and content management tools that make it possible for this firm to keep the site up to date without a marketing department or technical personnel.

"It's the first time we've ever done three pictures for each attorney", he continued. "We think the different shots show more personality than one head shot. It was also important to show that this is a firm on the move, a firm that has both a breadth and depth of talent, not just a charismatic leader. We think we've accomplished this subtly and effectively."

Animus Rex Opens New Adobe Authorized Training Center

03/01/07

Animus Rex is pleased to announce the opening of New York's newest (and we think best) Adobe® authorized training center.

In only 2 short months we've gone from concept to ribbon cutting. "It's been exciting and a lot of work", says Director of Training & Development, Charles Loflin. "We wanted a center that took the random factors out of the learning equation. So many centers use second rate equipment to teach on; old

computers and often the wrong operating system from what the student requested. We want to be different. We want to be the best! By using new Apple iMacs with both Windows XP and Mac OSX loaded on them, the student can focus on the application, not on wrestling with an unfamiliar OS or equipment crashes."

"This quality is better approach coupled with our work as an active cutting edge web shop, gives us insight that other training centers cannot match", says Todd Rengel, President of Animus Rex. "We infuse classes with real world examples that are invaluable to really understanding the implications of an application when taking freshly learned knowledge back to your company. It's not enough to know how a program works, you need to know how to apply that information to your own particular situation. That's what provide real return on investment. That's what we will strive for in every class."

The City Cook - Ready to Serve

03/01/07

Animus Rex is proud to announce the launch of TheCityCook.com

Far from being just another cooking website, The City Cook.com is a resource designed to help urban cooks meet the unique challenges they face. Considering the myriad of food related websites and TV shows currently out there, the urban audience is too often forgotten. With a rich database of selected local merchants, versatile recipes, and encouragement on home cooking in really tight spaces, The City Cook endeavors to rectify that and become the online resource for urban cooks.

"This is the kind of project we really like to sink our teeth into" says Bev Anderson, Production Manager, "The site is beautiful and Kate [McDonough, Editor] has a strong sense of mission and purpose as well as a unique writing style. It's always a pleasure to work closely with someone like her".

Animus Rex Acquires Motion Interactive

01/18/07

With the acquisition of Motion Interactive, we are pleased to extend our core competency into application training. Charles Loflin (former President of Motion Interactive) joins Animus Rex as the Director of Training and Professional Development. As both an Adobe® and Apple® Certified Trainer, he has helped hundreds of students learn some of the most widely used

industry standard creative applications, including:

- Photoshop
- Illustrator
- Flash (including ActionScript, Flash Video & Flash Media Server)
- Dreamweaver
- After Effects
- Final Cut Pro (levels 1-3)
- Cold Fusion
- Captivate
- Contribute

We are shooting for March to open the center which will offer:

- Small class sizes
- Official Adobe® curriculum or customized training courses
- State-of-the-art hardware
- Available one-on-one coaching
- Lab space and classroom auditing for alumni
- Training by actual working professionals who know what happens in the real world and bring that experience into each and every class

PURE Insurance "Open for Business"

01/03/07

We are proud to have been an integral part of this unique insurance company's launch. This reciprocal exchange insurance company offers not only homeowners, but watercraft insurance, [jewelry insurance](#), art insurance, personal excess liability and private fleet auto insurance. The site launch coincided with the company's "open for business" announcement in Florida.

We worked again with Ross Culbert & Lavery to develop a site that was both beautiful and functional. We provided information architecture, editorial workflow processes, programming, training, and ongoing development. The site was built using our EsKort Application Server Platform.

One of the features we're most proud of on their site is the Agreed Value Calculator for automobile valuation. In order to always reflect current valuations, the calculator taps into the National Automobile Dealers Associate database containing millions of records, yet the calculations are returned almost instantly due to our use of DOM programming.

Link: [Pure Homeowners Insurance](#)

MilitaryLoans.com Redesigned

11/01/06

MilitaryLoans.com is a site dedicated to originating consumer loans for active and retired service men and women. The site focuses on conveying trust and the company's differentiation as a responsible lender in the consumer loan market. The site redesign features a military feel without being cliché.

We deployed the site using the EsKort Application Server Platform which allows their non-technical marketing staff to keep the content up to date easily and cost effectively. Even scanned customer testimonials are easy for them to post through the use of a simple form page.

Other features include a dynamic FAQ section, financial articles and tips section, and integration with their online loan submission and management software.

Link: <http://www.militaryloans.com>

Cahill Gordon & Reindel Launches New Website

09/20/06

We are pleased to announce the launching of Cahill Gordon & Reindel's new site, www.cahill.com

We launched the site in just under 3 months, which is record time for a major law site redesign. The project focused on content organization, updating look/feel, intuitive navigation, content re-write and a back-end upgrade to the EsKort platform. This sort of turnaround time due in no small part to our Client's dedication to the process. Without this sort of internal support, a turnaround time like that is not feasible.

The site sports a clean open design courtesy Ross Culbert & Lavery who we partnered with for the front-end once again. Core features include a comprehensive lawyer search, related news, events, practices and attorneys, and on-the-fly PDF generation. We also display random quotes and pictures throughout the site to convey important factoids about the firm and to highlight

their downtown location and recently upgraded facilities.

Policy Innovations Website Launches

09/15/06

After a successful launch of the Carnegie Council website in March of 2007, we turned our attention to launching an online magazine for one of their programs, Policy Innovations.

The site provides a forum for pragmatic alternatives to the current global economic order by highlighting the best new thinking on a fairer globalization.

The site features a core network of contributing organizations, a policy library, commentary, and newsfeeds. We also developed a user contributed section called "Innovations". This section allows visitors to submit and share ideas for global policy and is expected to draw participation from thought leaders around the world.

Link: <http://www.policyinnovations.org>

The City Cook in Development

08/15/06

We are proud to be a part of this much needed resource to urban home cooks everywhere. Initially the site will focus on Manhattan then the outer boroughs of New York City. Billed as "The ultimate guide for pathetically busy, space-compromised urban dwellers who prefer to cook at home", TheCityCook.com will feature advice, articles, recipes and an online merchant database to find the highest quality ingredients the city has to offer.

The site is expected to be launched in Q1 2007

Carnegie Council Site Launches after Major Restructuring

03/01/06

We are proud to announce the launch of the new Carnegie Council website,

www.cceia.org.

During the course of development, it became clear that initial plans for the site would need to be scrapped and started from scratch. We inherited a partially built out site plan which did not resonate with the organization's true mission. After this became clear, we collectively pulled in our horns and started back at basic strategy.

The result was a focus on projects, organized around one of three themes: Ethics, War and Peace; Global Social Justice; and Religion in Politics. The site features a rich resource library, audio Podcasts and a rich video archive of past events.

Carnegie Council selects Animus Rex to build new website

01/06/06

The Carnegie Council on Ethics and Foreign Affairs (carnegiecouncil.org) has selected Animus Rex to build their new website. Animus Rex President, Todd Rengel, stated, "This is a great honor for us. The Council's mission is in essence to help promote world peace. We are very pleased to be a part of such an effort -- even if it's only in this small way."

Completion is scheduled for mid-March and will include a reorganization of content, visual redesign, and several new features including a robust search, podcasting, the inclusion of Flash streaming video, to mention a few.

Morgan & Finnegan Launches

12/02/05

Animus Rex launched Morgan & Finnegan's new Website over the weekend. A year in the making, the new site will help propel this New York-based IP law firm into a market leadership position.

This is Animus Rex's third major law firm website. Highlights include deployment in English, Japanese and Chinese, a comprehensive news and case section as well as refined searching capability. One innovative feature is the site's ability to cross relate a variety of items. Rather than linking to the related item, the content is brought into the current document. This helps provide continuity to the end user.

The clean layout and unique home page design were created by long time

design partners Ross, Culbert & Lavery. Animus Rex developed the site using their acclaimed EsKort platform.

aef.com Redesign a Huge Success

11/15/05

Animus Rex launched the latest version of aef.com in Mid November. The redesign focused on appealing to the site's primary target (college students) and reorganization/consolidation of site's extensive content. Reaction to the new site has been phenomenal with the majority of remarks focusing on ease of use and ability to quickly get to relevant content.

The Advertising Educational Foundation and Animus Rex have had a long history together. Principals, Todd Rengel and Jonathan Karon built the previous version of aef.com prior to forming Animus Rex and subsequently migrated it to their robust EsKort Application Server Platform.

Because of EsKort's ability to easily 're-skin' existing content, the entire redesign was done for about 15% of the cost of the original website. This sort of cost efficiency and programming flexibility helps organizations like the AEF keep their site design fresh while leveraging past investments.

Kemo Sabe Launches New Site

08/10/05

"Stupendous!" That's the word from Tom Yoder, owner of Kemo Sabe, an upscale Western wear store, on their new website.

The challenge put to Animus Rex in redesigning the Kemo Sabe site, was to capture the essence of the store experience and translate it to the web. A visitor to the stores, in Aspen and Vail, are drawn in, made to feel like a long lost friend, and ultimately walk out feeling like they just rode off the range, knocking the dust off their Stetson and boots.

In this store, a man's as good as his word. Not sure about buying that hat? Wear it home, and if it doesn't make you walk just a bit taller, and put a little swagger in your step, then by all means, bring it on back. And if it does, then just pay tomorrow.

But it's not all sunsets and lone rangers. The Yoders have a wicked sense of humor that can be seen in everything they do. A sign declares "No Sniveling".

They named the moosehead on the wall (it's for sale, by the way) and the beer fridge (it's not, grab a beer!) and refer to them as employees. If you pay with a "black card" (and if you have to ask...), they ring the dinner bell and make sure everyone knows!

It's hard to translate a personal experience to pixels and light. What Animus Rex ultimately sought to capture was the owners' passion for the American West and carry through their personality. Additionally, the visitor should realize that Kemo Sabe doesn't just sell Western-style clothing, but offers high quality products that are custom fit as well as unique items to personalize your look. Consequently, kemosabe.com is not an "etail" site. Rather, the visitor is intended to be inspired to pick up the phone or make Kemo Sabe a must-stop destination during their time in Vail or Aspen.

To do that, the site uses a rich texture of images from the store, the ranch and a trail ride. Goods are shown on real people and out on the ranch and pastures. Descriptions echo the individual descriptions accompanying items in the physical stores. All of which give the visitor a sense of the romance and mythos of riding in from a hard day on the range, and sitting 'round the table with other good folks.

Technically the site takes advantage of XML and the advances of Flash scripting. Content that will require regular updating, such as the goods and their attendant variables, such as size and color, or events, are pulled in via XML. Being able to program the site in Flash was key to the feel of luxury and the immersive experience we felt was important to achieving Kemo Sabe's objectives.

Heading out West? Visit kemosabe.com first, go to "Contact Us" and reserve a beer. They keep 'em nice and cold!

Vision Group Ventures: New Identity, New Website

08/09/05

Animus Rex launched the new website for Vision Group Ventures this week. The launch also marks the debut of Vision Group's new corporate identity.

Vision Group is comprised of two active divisions, Investments and Real Estate. Their new identity conveys their no-nonsense approach to developing businesses and properties along with their interest in innovative energy

technologies.

The website reflects the straightforward character of the firm with clear paths to Real Estate and Investment. Presentation of Vision Group's properties and investments scrolling across the page add kinetic interest as well as provide an alternative means for exploring the site as the pictures are linked to pages with relevant information.

Vision Group Ventures says that their new look "feels good". They like the personality that the site conveys and are looking forward to having fun with the top graphic which can change very easily.

Vision Group is also taking advantage of the EsKort application server via Animus Rex's EsKort ASaP managed hosting services. Vision personnel are able to easily manage and update content utilizing a browser-based content management interface. Now their marketing department can post new properties and investments as soon as the press release goes out without relying on IT personnel.

Spotlight Data Online

01/07/05

Animus Rex, an independent interactive marketing and technology agency, is proud to announce the launch of Spotlight Data's Web site.

The website is part of a quick-to-market identity program that Animus Rex is developing for Spotlight Data. It builds on the logo which reflects the modern, innovative take on business process metrics that Spotlight Data represents. The site offers a clean, easy-to-navigate face to the upper-level executive looking for the best way to uncover opportunities for increased efficiency in their business.

Spotlight Data deploys data collection and analysis software on PDAs to provide The Spotlight Data Solution, the only portable data collection and analysis tool for corporate process improvement programs. It enables project leaders to collect precise, reliable data in virtual real-time on all key processes: Activity Time, Cost, and Outcome.

Built on seventeen years of industry experience and market-proven at leading companies like Dell, IBM, Coca-Cola and GE, The Spotlight Data Solution™ is comprehensive, powerful and very economical to employ.

Animus Rex worked closely with Spotlight Data to deliver a professional and targeted marketing package within strict time and budget constraints. Animus Rex continues to partner with Spotlight Data as they bring their innovative metrics solution to a broader market.

Proskauer Rose LLP Launches New Intranet

09/13/04

Animus Rex recently launched an intranet for International law firm, Proskauer Rose, LLP, on the EsKort™ web service platform. As part of the build, the content management system was integrated with that for the public web site, deployed on EsKort in August 2001. The integration provides a single point of data aggregation, distributed content management and flexible platform for future development.

EsKort is a Web Service and Content Publishing platform that provides intuitive and powerful content management services. Animus Rex designed EsKort from the beginning to reduce the time, effort and expertise required to deploy and maintain complex, as well as simple, web sites and services for a reasonable price.

Upon rollout of the new content management system, cost efficiencies will be gained as duplicated effort in updating both sites is removed and technical maintenance is consolidated. Additionally, much of the content will be generated by automatically extracting the appropriate records from several internal databases, which will further reduce maintenance costs as well as assure continually updated and accurate information.

EsKort Exchange was rolled out along with the Intranet. Content managers now have the additional flexibility and power of using Dreamweaver when updating or creating documents on the site. Exchange can be configured to work with most html editing software.

In the process, Proskauer's Intranet content and structure were reorganized to provide optimum and flexible display of information. The homepage displays firm-wide information as well as news, information and events specific to the location, and even practice group, of the user.

The EsKort-based system offers advanced search and archive functions as well as access to a variety of internal resources currently unavailable.

ABOUT PROSKAUER ROSE

Founded in 1875, Proskauer is one of the nation's largest law firms, providing a wide variety of legal services to clients throughout the United States and around the world from offices in New York, Los Angeles, Washington, D.C., Boca Raton, Newark and Paris.

Proskauer Rose LLP Taps Animus Rex for Intranet Rebuild

05/01/03

International law firm, Proskauer Rose, LLP, headquartered in New York City, recently awarded Animus Rex the contract to rebuild the Firm's Intranet on the EsKort™ web service platform. As part of the rebuild, the content management system will be integrated with that for the public web site which was deployed on EsKort in August 2001. The integration will create a single point of data aggregation, distributed content management and flexible platform for future development.

EsKort is a Web Service and Content Publishing platform that provides intuitive and powerful content management services. Animus Rex designed EsKort from the beginning to reduce the time, effort and expertise required to deploy and maintain complex, as well as simple, web sites and services for a reasonable price.

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Proskauer's Intranet content and structure will be reorganized to provide optimum and flexible display of information. The homepage will display firm-wide information as well as news, information and events specific to the location, and even practice group, of the user.

The EsKort-based system will also offer advanced search and archive functions as well as access to a variety of internal resources currently unavailable. Animus Rex expects to rollout the new Intranet and content management system by September 2003.

ABOUT PROSKAUER ROSE

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