



davenportgroup

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Top Interactive Media Honors Awarded to Davenport Group Website

*Davenport partners with interactive web-design provider to develop
IT storage industry resource*

St. Paul, Minn. (March 26, 2008) – The Interactive Media Council, Inc. (IMC) recently awarded an Outstanding Achievement Interactive Media Award for the redesign of the Davenport Group website, Davenportgroup.com, to Clockwork Active Media Systems. A collaboration of Davenport Group, a Twin Cities-based storage vendor, and Clockwork, the website was redesigned as a resource portal for Davenport customers and the broader IT storage industry.

“With a more interactive website, we’ve created a new way for us to talk with and respond to the needs of our customers and the industry,” said Sonia St. Charles, CEO of Davenport Group. “We leveraged Clockwork’s knowledge of website functionality and usability with our storage industry expertise to create a dynamic tool and we are thrilled with the results.”

The website’s interactive features include a discussion forum for customers to rant, rave and get advice about their products, education videos on industry topics, and a library of white papers and case studies. The site received high ranks across the Interactive Media Awards (IMA) judging criteria, including design, usability, innovation of technical features, standards compliance and content.

“We design to respond to a customer’s needs, allowing us to produce web products that don’t just work well within the Internet marketplace, but that help clients drive their

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business,” said Nancy Lyons, president of Clockwork. “The award is about the great work that comes from a truly collaborative creative process.”

The Outstanding Achievement award-level is an achievement only a fraction of websites in the IMA competition earn each quarter. The honor recognizes that the website redesign met and surpassed the basic standards of excellence that comprise the Web’s most professional work.

The IMA’s is an international competition open to individuals and organizations involved in designing, managing and supporting websites. The IMC established the award competition to increase the standards of excellence in interactive design on the Web.

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About Davenport Group

St. Paul-based Davenport Group helps organizations get ahead of the technology curve by creating flexible, feature-rich strategies for storage management and data recovery. Leveraging 30 years of industry experience and best-in-class technology systems, it designs cost-effective storage solutions that build on existing infrastructure to help organizations get control of their data. The company works with businesses ranging from the public to private sector, including a growing network of Fortune 1000 companies and County and State Governments, and is a woman-owned business. For more information visit Davenportgroup.com.

About Clockwork Active Media Systems

Clockwork Active Media Systems is a Minneapolis-based web firm that invents, designs, develops and maintains web applications that market, sell, streamline, automate and communicate. It works to enable and empower businesses to profit by deftly deploying strategies best suited for the unique climate of the Internet marketplace. Clockwork is a collaborative organization generating active, visually exciting, web-based products and services. For more information visit clockwork.net.