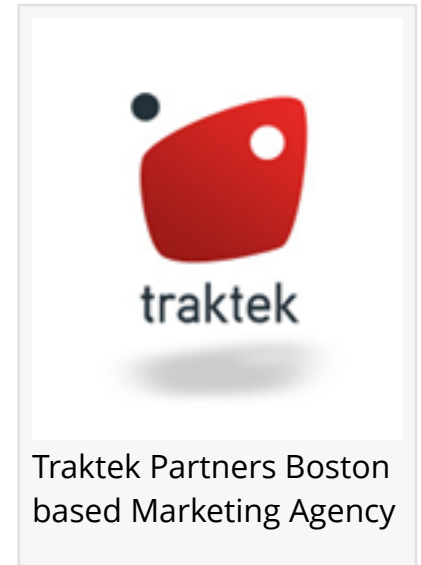


Dana-Farber Cancer Institute Choses Traktek Partners for Intranet Redesign and Development

Boston-based Marketing Agency, Traktek Partners, assists Dana-Farber Cancer Institute in the planning, redesign, and development of their intranet.

NEWTON, MA, USA, January 3, 2014 /EINPresswire.com/ -- Traktek Partners, a Boston-based consulting and [marketing agency](#), announces the addition of Dana-Farber Cancer Institute to its expanding and prestigious client list.

Dana-Farber has enlisted Traktek to assist in the planning, redesign, and development of their intranet by providing a user friendly and useful resource for employees to access for the latest organizational news, policies and procedures, and the latest cancer research developments. Traktek has been working closely with Dana-Farber on the redesign and development of the Jimmy Fund website which is planned to launch in May 2014.



Traktek has been engaged to design and develop the Dana-Farber intranet site using leading CMS, Ektron 9, for easy editing and simplified maintenance. Traktek plans to provide a custom view for employees allowing them to see a dashboard of those topics that pertain to them as well as a social business component to provide easy communication within the organization.

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Cyril Lemaire

“The Dana-Farber intranet is an integral part of their impressive organization, so we are extremely pleased to be given the opportunity to make it work better for them,” comments Cyril Lemaire, Managing Partner, Traktek

Partners. “Our team takes pride in all of the work we do, but we are honored to be able to assist their organizations, Dana-Farber and the Jimmy Fund, with continued success through their digital platforms.”

“DFCIOOnline, our intranet, is a critical part of enabling Dana-Farber staff do their jobs as effectively and efficiently as possible,” said Caren Cummings, director of interactive communications. “This is an important project for us.”

For more information, contact Traktek Partners at 617-855-5148. Visit www.traktekpartners.com.

About Traktek Partners

TrakTek Partners (www.traktekpartners.com) is a consulting and marketing agency that specializes in revenue and lead generation for the travel and leisure, higher education, and technology sectors. We provide business and [digital marketing](#) strategies, creative design, [website development](#), video production, search marketing and social media campaign management services to domestic and international clients seeking to build brand reputation, generate new revenue streams, and build customer loyalty.

Press release courtesy of Online PR Media: <http://bit.ly/1cO7HjH>

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