

**FOR IMMEDIATE RELEASE - June 09, 2006**  
**Contact: John Pineau, Media Relations - t. 204.837.2491**

**MANITOBA CONSERVATION PARKS RESERVATION SYSTEM DELIVERED  
IN THREE MONTHS**  
**Consortium of Manitoba companies led by Protegra**

**Winnipeg, Canada** - Three months - that's all it took for a consortium of Manitoba-based companies to deliver the custom-developed Parks Reservation System for Manitoba's 5,800 campsites, in spite of warnings that the system could not be delivered in less than 12 months. The consortium was led by Protegra, an employee-owned, Winnipeg-based business and technology solution provider. Team members included Function Four Ltd. (mapping), ManLab Resources Inc. (user interface design), Nex Technologies Corp. (reservations systems), and ID Fusion Software (web shopping carts).

The 100% made-in-Manitoba Parks Reservation System - which went live on April 10th - is a Manitoba Conservation initiative (<https://prs.gov.mb.ca/>). System problems on launch day were addressed by 3 p.m. According to Manitoba Conservation, "6,000 reservations were made the first day alone, an increase of 22 per cent over 2005."

The benefits of this success for Manitobans are far-reaching:

- For the Manitoba camper, system improvements enable faster check-ins, better tracking and more up-to-date status of campsite inventory, more flexible search capability, more detailed campground maps, and a more user-friendly display of available sites than the previous system. Conservation campground attendants are doing less paperwork, which has freed them up to spend more time serving campers and managing campgrounds. The site also enables more effective training of new Conservation campground staff. Winnipegger Terry Kyrzyk, an avid camper and Information Technology professional, had been anxiously awaiting the launch of the new reservation web site. According to Mr. Kyrzyk, "we get a lot more information on each page about the campsites than was previously available, which lets us make better decisions. Overall the reservation experience was very enjoyable."
- For the Manitoba economy, the project created challenging work for Manitoba companies. As a result of this project, several states and provinces have expressed interest in Protegra's parks reservation, information technology and business process services.

This Manitoba success story astounded both participants and observers. The project required a close collaboration between industry and government to deliver a citizen-centric service in record time. The overall team included the government of Manitoba's information technology, communications and security experts along with Protegra, IBM, and MTS Allstream. Success could not have been possible without the tireless efforts of the very dedicated staff at Manitoba Conservation who worked long hours to make this deadline. Manitoba Chief Information Officer, David Primmer states "What we achieved

within three months is nothing short of exceptional. This private-public collaboration model worked and it's what we expect to see more of in the future."

According to Protegra CEO Wadood Ibrahim, "It has never been more important for Manitobans to work together. As off-shore trends and global competition threaten our economy, Manitoba companies who find innovative ways to collaborate with complementary partners will capitalize on opportunities to achieve success." Protegra's success was recently acknowledged by Manitoba BUSINESS Magazine who selected Protegra as one of their 2006 "Best in Business Practices" award recipients.

Speaking of the Manitoba BUSINESS Magazine Award, Protegra CEO Wadood Ibrahim states "This type of peer recognition is extremely meaningful to Protegra. Although we are powered by high performing internal teams, we also create powerful teams with other Manitoba companies to compete effectively with much larger multi-national firms. The Manitoba Conservation Parks Reservation System is an excellent example of a Protegra-led Manitoba consortium success story. It proved that pooling our resources is a very effective way to conduct business."

The Minister of Energy, Science & Technology, Dave Chomiak, spoke at Protegra's recent Global Solution Centre Open House and acknowledged Protegra's team-based approach as an example for all Manitoba-based companies. As well, he recognized that as one of Canada's fastest growing companies two years running, Protegra is a true Manitoba success story that both government and industry can be proud of.

**Background Story: [THE SECRETS BEHIND THE PARKS RESERVATION SYSTEM SUCCESS](#)**

For more information on this release, to arrange an interview, or to request editorial stories written by Protegra, please contact John Pineau at 204.837.2491.

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Toll free: (866) 956-2727 Phone: (204) 956-2727 Fax: (204) 477-9421  
67 Scurfield Boulevard Winnipeg, Manitoba Canada R3Y 1G4  
[www.protegra.com](http://www.protegra.com)