



Documentum Adaptor for Endeca™

This Blue Fish product makes it simple to search content stored in Documentum repositories. Blue Fish created the Adaptor to unlock the power of Guided Navigation™ for companies who trust Documentum with their most valuable information.

Learn More

Blue Fish Development Group
200 East 6th Street, Suite 300
Austin, TX 78701
512.469.9300
sales@bluefishgroup.com
www.bluefishgroup.com

Endeca Expertise that Runs Deep

Market leaders such as IBM, The Home Depot, and Foot Locker have discovered that the best way to organize massive amounts of information – to find, analyze, and understand their valuable content – is by using Endeca. However, Endeca's customers understand that sometimes, it takes more than just state-of-the-art technology to solve tough business problems. To ensure that even its most complex deployments are successful, Endeca brings in trusted service partners such as Blue Fish Development Group.

Introducing Blue Fish

For years, Blue Fish has been helping companies manage their enterprise content. With a proven track record across a variety of industries, Blue Fish is proud to count Sun Microsystems, Southwest Airlines, and Bausch & Lomb among its many clients.

Long considered the premier provider of Documentum-based business solutions, Blue Fish combines domain expertise with a deep background in systems integration and information architecture, ensuring that investments are maximized, valuable content is available across the enterprise, and systems work together in harmony.

Endeca Hooks Blue Fish

Historically, Blue Fish hasn't been very excited about search engines – typical searches yield too many results with no simple way to refine them. Of course, all search engines try to place the most relevant items at the top of the page, but relevance is in the eye of the beholder. To get around these limitations in the past, Blue Fish has helped clients build taxonomies that make it easy to find information without relying on a search engine. Then Blue Fish discovered Endeca.

Providing much more than just search, Endeca's Guided Navigation™ and analysis solutions immediately resonated with Blue Fish. By allowing users to drill into their data across several dimensions, Endeca does exactly what Blue Fish has been looking for – it helps people discover information they would never have known to search for. Blue Fish began incorporating Endeca into its solutions and has quickly become one of the country's top integrators of the Endeca platform.

Case Studies

BHP Billiton Petroleum

BHP Billiton, the world's largest diversified natural resources company, is well known for having the brightest minds in the industry. But the sheer amount of exploration-related content it creates was preventing BHP Billiton's petroleum geoscientists from sharing data and ideas as effectively as possible. The problem was made worse by a global workforce that is scattered across 3 continents.

A Global Exploration team within BHP Billiton Petroleum brought in Blue Fish to help them make sense of this mountain of data. Blue Fish created getKnowledge, a global knowledge management system, so that information could be shared, disparate work teams connected, and existing research rediscovered. Drawing from the best technologies available, Blue Fish implemented Endeca for search and navigation, Documentum for content management, and an open source platform that kept development and support costs down.

The result of the project? BHP Billiton Petroleum now has a better way to leverage best practices and existing research while fostering greater collaboration throughout the company. The getKnowledge solution manages data that cost tens of millions of dollars to collect and drives decisions that generate hundreds of millions of dollars in revenue.

“A knowledge management system is only as good as the knowledge inside it. Our scientists find getKnowledge so easy to use that they are quickly filling it with our most valuable information.”

– Dr. Michael Glinsky
Section Leader for Quantitative Interpretation
BHP Billiton Petroleum

Overstock.com

Overstock.com is a popular online retailer that offers name brand products at clearance prices. The company offers a vast selection of more than 650,000 items at any given time. With a collection ranging from jewelry to electronics, Overstock.com knows the importance of connecting customers with the right products. That's why they chose Endeca to power their site-wide search and navigation.

While their Endeca-powered search functionality was already top rated, Overstock.com turned to Blue Fish to make it even better. Blue Fish worked with Overstock.com to integrate search results with the shopping cart, improve the site layout, and implement targeted promotional campaigns – all in the name of a more convenient shopping experience. The result: two out of every three searchers use the new functionality, and conversion rates have jumped.

“With Blue Fish, our investment in Endeca became even more valuable – I was thrilled to see such an immediate impact on our business.”

– Kamille Twomey
SVP Marketing
Overstock.com