

## Key Differentiators

- WCM-Specific Methodology
- Library of Templates and Workflows
- Years of WCM Experience

**“A valued Documentum partner, Blue Fish has helped a number of companies derive great benefit from the Documentum platform.”**

– Jay DeWalt  
Documentum

# Web Content Management

## Your Website is Strategic – Treat it that Way

It's hard to find a company of any size that does not leverage the web for some purpose: corporate branding, product marketing, customer and investor communication, partner collaboration, and much more. Today, organizations leverage web sites as strategic systems. As a result, they must be continuously maintained, enhanced and expanded.

Unfortunately, many companies still manage web content in a manner more suitable to the static sites of old. They are discovering that their current approaches are not sustainable – they are difficult, time-consuming and costly. Even worse, the daunting nature of the effort means that making rapid changes to a site is virtually impossible, severely damaging a company's ability to respond to market forces in a timely manner.

## Common Challenges

- Business stakeholders are not able to manage and control their own web content
- Lack of consistency damages branding efforts
- Simple changes require effort by an already overextended IT staff
- Large volumes of content make it difficult to organize and reuse
- Keeping international web sites fresh with the latest translated content is a demanding task

## The Blue Fish WCM Solution

Blue Fish provides strategic Web Content Management (WCM) solutions that help business users regain control of their content. We combine technology from the leading content management platform, Documentum, with our industry-leading expertise to provide our clients with powerful solutions to their WCM challenges.

Clients who leverage our WCM solutions receive impressive benefits: greater market responsiveness, more content flexibility, tighter control over digital assets, and reduced costs of maintaining and updating their web content.

## Did you know?

- [Blue Fish built “Accelerate”, Documentum’s own sample WCM solution used for customer demonstrations.](#)
- [META Group ranks Documentum as the leading WCM platform in their July 2004 Market Summary.](#)

## The Blue Fish Difference

With Blue Fish, clients can count on our proven track record of success to help achieve their web content management goals. Here are just a few reasons why clients across a variety of industries rely on Blue Fish:

- Industry-leading Documentum expertise
- A specialized web content management methodology that reduces risk while maximizing business benefits
- A library of templates, workflows, and customizations that cut costs and ensure efficiency
- A fixed-price engagement model that further mitigates risk

## About Blue Fish

Blue Fish Development Group is an Enterprise Content Management consulting firm with a proven track record of implementing business-focused ECM solutions across a variety of industries and content management challenges. Considered experts in applying Documentum technologies to solve business problems, Blue Fish is a Documentum signature partner, part of Documentum’s elite Select Services Team (SST), and a member of the Documentum Product Advisory Council.

## Drop Us a Line

Want a deeper level of expertise to solve the ECM challenges facing your business? Contact Blue Fish – our team will jump in with both feet.

### Blue Fish Development Group

701 Brazos Street, Suite 700

Austin, TX 78701

T: 512.469.9300

F: 512.692.1958

[sales@bluefishgroup.com](mailto:sales@bluefishgroup.com)

[www.bluefishgroup.com](http://www.bluefishgroup.com)