

## **Bluenog Launches Higher Education Initiative**

*By Bluenog*

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*Company to Offer Integrated Content Management, Portal and Business Intelligence Solutions with Commercial and Open Source Support to Education Sector*

PISCATAWAY, N.J. and GETTYSBURG, Penn., – Bluenog, an enterprise software and solutions company, announced today it will deliver offerings specifically designed to meet the unique needs of the higher education sector. The announcement was made at the annual Portal 2009 conference at Gettysburg College in Gettysburg, Penn.

The company will extend Bluenog ICETM, its integrated suite of content management, portal development and business intelligence software, to interface with key educational support systems such as Sungard Banner, Resource25, Sakai, Moodle and Blackboard. In addition, the company's professional services division, Bluenog Solutions Group, will offer consulting services designed to help colleges and universities integrate commercial and open source solutions to meet their needs in a cost-effective manner.

“Colleges and universities are increasingly turning to commercial solutions built on open source projects, such as Bluenog ICE, to address their needs,” said Jonathan B. Spira, chief analyst, Basex, a leading knowledge economy research firm. “Having access to professional support, customization, product updates, training and the ability to integrate with existing infrastructure is key for institutions that need to keep costs low without sacrificing functionality.”

This initiative follows fresh on the heels of three client implementations at Wellesley College, Columbia University's Center for International Earth Science Information Network (CIESIN) and NYU Langone Medical Center. Bluenog recognized higher education's heightened demand for rich portal development, dynamic website content management and enterprise reporting. Integration with strategic educational and administrative support systems was also a key requirement.

“We are focusing on the higher education sector because collaboration and integration is so important to this space,” said Suresh Kuppasamy, CEO and co-founder, Bluenog. “Having thousands of users on a given portal, these organizations are looking for a way to seamlessly enhance and customize their existing infrastructures at a reasonable cost and Bluenog ICE offers that solution.”

Early results from the Bluenog implementation at NYU Langone Medical Center have shown significant savings on up-front licensing and maintenance costs.

Bluenog's ability to integrate with CIESIN's existing applications eliminated the need to migrate any existing content. CIESIN also benefited from the flexibility of a pre-built portal and BI framework that can be easily added into the overall solution in the future, without any need for custom integration.

Wellesley chose Bluenog ICE after an extensive evaluation of commercial and open source software and related services to revamp their Web presence and boost functionality to provide a richer and more consistent experience for prospective and current students.

### About Bluenog

Bluenog is an enterprise software and solutions company. Our flagship product, Bluenog ICE, is an Integrated Collaborative Environment of content management, portal, and business intelligence software. It

eliminates application silos, reduces total cost of ownership and accelerates application development. Leading organizations rely on Bluenog ICE, a commercial solution built on open source CMS, open source portal and open source BI projects, to build and deploy Rich Internet Applications (RIA) and manage dynamic website content at a fraction of the cost of traditional alternatives. Bluenog Solutions Group meets our customers' unique challenges by combining commercial and open source software into pragmatic solutions. Headquartered in Piscataway, N.J., Bluenog is also a Red Hat, Oracle and Actuate partner. For more information, visit [www.bluenog.com](http://www.bluenog.com).

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