



## eCommerce Infrastructure Solution Has DeCordova Museum Sitting Pretty as a Picture

**Watertown, MA August 2004...Blue Robin, Inc,** has completed the implantation of a series of eCommerce solutions for the renowned DeCordova Museum and Sculpture Park in Lincoln, MA. With an eye towards ease-of-use, and cost effectiveness, Blue Robin has helped the Museum utilize their website, and current IT infrastructure as an eCommerce medium for accepting online orders for goods and services.

With the new Blue Robin solutions, visitors to the DeCordova web site can securely and easily purchase from the Museum's gift shop. Site visitors can also register for the Museum's art courses, register for membership to the Museum and partake of the benefit auctions that raise funds for DeCordova's exhibitions and educational programming. Blue Robin's eCommerce solutions have greatly improved DeCordova's efficiency of performing the many tasks involved in running the museum e-commerce business.

"We are excited to be able to offer our visitors an online community – an extension of the museum. Blue Robin has guided us through this process seamlessly offering a wealth of knowledge and expertise, creative thinking, and consideration for our budget" states Sarah Smith, Manager of Creative and Interactive Services at the museum.

"The challenge of this project was to allow the museum to leverage its existing back-end system. Blue Robin, Inc. developed DeCordova's eBusiness infrastructure to be fully integrated with our current Legacy system, which is not web-ready" states Deb Sher Director of IT at DeCordova.

“As a full service Web hosting, and eCommerce development company, Blue Robin has the unique combination of eBusiness “know-how”, and the technical and creative skills to implement cutting edge eCommerce solutions, and we are delighted to be a part of DeCordova’s IT arm” states Earl Gray, President of Blue Robin, Inc.

Blue Robin’s eCommerce solution for the DeCordova Museum differentiates itself from other eCommerce developers because it was designed, developed specifically to fit the museum’s current infrastructure and thoroughly tested by DeCordova’s Information Technology experts. “Our eCommerce solutions effectively engage all the essential business components to produce results from DeCordova’s investment...at an affordable price”, states Hadi Shavarini, Blue Robin’s General Manager.

**About DeCordova:**

The DeCordova Museum and Sculpture Park is located on the former estate of Julian de Cordova (1850-1945) in Lincoln Massachusetts. The museum emphasis upon modern and contemporary art and celebrated its 50th Anniversary On October 10, 2000. The DeCordova Sculpture Park, encompassing 35 acres of rolling woodlands and lawns, is the largest park of its kind in New England. The Sculpture Park provides a constantly changing exhibition of large-scale, outdoor, contemporary American sculpture for 125,000 visitors each year. The Sculpture Park is open to the public every day of the year from dawn 'til dusk everyday, and contains approximately 75 artworks at any given time.

**About Blue Robin:**

Blue Robin is recognized for its reliable network infrastructure, engineering talent, and friendly service. We offer web-hosting and IT-related services; we design, develop, and host, web-based applications and promote online presences. Our corporate mission is to alleviate IT hassles so our clients can streamline their business processes.

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