



Building Customized eBusiness Infrastructures
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Blue Robin, Inc. Donates Design, Development and Implementation for eBusiness Infrastructure for the Watertown Public Library

Waltham, MA October 2005...Blue Robin, Inc. has donated their development team to the Watertown Public Library to design, develop and implement an eBusiness Infrastructure for the Library. "It has always been a goal of mine to give back to the community that has given so much to me, and this is one way I can," states Earl Gray, Watertown High alumni and President of Blue Robin, Inc. "Our goal is to build a system that provides a predictable, scalable, profitable and secure platform for the Library to conduct eBusiness, which in turn will enrich the user's experience".

The infrastructure that will be built for the Library will utilize the latest Internet technology including a powerful Content Management System that will seamlessly be integrated with the Library's Web site. Objectives for the project include: streamlining the day-to-day operation by automating as many tasks as possible; providing content developers complete control over the content; improve customer service; create online communities; add web site functionality and reduce the Library's operating costs.

"The scope of this project certainly was not within our budget range. The donation of time and resources from Blue Robin allows us to use the money we are saving, to expand our programs and services, which is what we are all about. Blue Robin has developed a fantastic plan for the infrastructure of our web site and all of us at the Library are very excited about it. We appreciate Blue Robin's generosity, and look forward to having a real eBusiness Infrastructure," states Ms. Leone Cole, the Director of Watertown Public Library.

"Our goal is to build a practical and useful online community while establishing a strong Internet presence, as well as automating business processes utilizing the Web,"elaborates Hadi Shavarini, General Manager of Blue Robin and past resident of Watertown. The new Web site will create an online portal for the Library that can meet Web visitors' expectations for convenience and scale to meet the demands of all constituencies.

About Blue Robin, Inc.

Blue Robin is a leading eBusiness Infrastructure developer and can design, develop, implement, and support eBusiness infrastructures that combine data, voice, and video, utilizing the latest and the greatest hardware and software technology in diverse operating environments.

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