

bluehousegroup

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Corporate Solutions

A TRIBE OF TECHNOLOGY PROFESSIONALS



Who We Are

To launch a new millennium, Bluehouse New Media Solutions and Digital Junction merged to form Bluehouse Group. Now staking a claim to eleven years of combined business longevity, Bluehouse is a powerhouse of industry experience. Although still a Vermont-based company, our people have come together from all regions of the U.S and three countries. Bluehouse Group is not a singular entity with scant capabilities. We're a group of many with the mission of one: fearless forward thinking. Corporate headquarters are located at 528 Essex Road, Williston, Vermont, 05495.

Why we call our Group a tribe

A tribe is a group or functional organization with at least one shared language and ideology, whose members work together toward common endeavors. Look up tribe in the E.B. and you'll find the very essence of Bluehouse Group: **“the tribe derives its unity not from a territorial identity but from a sense of extended kinship.”** Our kinship is the World Wide Web.

What We Do

The defining aspect of Bluehouse Group is our ability to stretch the concept of 'internet presence' by offering expanded services that integrate with the business as a whole. All our services are components of a larger concept, which we call strategic development.

We function on the premise that information and business are synonymous, and are inextricably linked with technology. Incorporating these two concepts with project planning and implementation takes wisdom and sophistication. We offer our clients professional-caliber products that can evolve to meet the changing needs of dynamic business environments. Working with Bluehouse produces both a result and a relationship. Each are developed with style and finesse.



The four pillars of Bluehouse represent distinct areas of Web Development services.

Strategic Consulting is laid out through evidence-based planning and goal analysis. We offer pre-project consulting services to determine the most appropriate avenue for development, then finalize the process with detailed post-project services, including access to our recently added Bluehouse Newswire.™ Consulting truly begins in the first phase of development, when a new client comes to us with a vision and asks our help in realizing it.

Our consulting services cover e-business positioning and strategy, Web site strategy, workflow ease and automation, knowledge management, hardware and software recommendations, systems evaluation, networks and wireless, market and industry trends, design, sound and multimedia. We're even available for extended engagement project peering with in-house tech departments. Essentially all of the services we offer at the project level are also available on a consulting basis.


Application Development is where information truly meets business. We tailor applications for the gamut of e-commerce and database needs. We also specialize in Lotus Notes/Domino development for meticulous data and information management.

Lotus Notes/Domino

When your business process necessitates a workflow application, consider nothing other than Lotus Notes/Domino. This product is one of the industry's highly regarded groupware solutions, and our team of developers can build you a custom application that will handle it all. We'll design for you a front-end that will reflect your image, a work-flow process that will leave no stone unturned and a back-end that can push and pull data anywhere you need it to go. For our Lotus Notes/Domino applications we use various languages to facilitate development including Lotus Formula Language, LotusScript, JavaScript and Java.

Custom development

We have significant expertise in database design and deployment. We work with numerous databases including MySQL, Microsoft SQL Server (6.5, 7, & 2000), Oracle 8i and others. We work in a variety of languages tailored to your needs and platform, including PHP, ASP/VBScript, Java, and Perl.



Rich Media encompasses all types of visual communication, from graphic design (print and screen-based), to corporate identity and full multimedia productions. Design is the crucial moment of first impression. Whether the aim is to shake a hand or shake awake, wink, whisper or roar, meaning is inherent in strong, successful design.

Graphic Design

Our graphic artists have produced nearly every variety of business-related print products in addition to their extensive work with screen-based design. They operate on the principal that design imbues the banal and plainly functional with an additional reason for being: to elevate the experience of human interaction with everyday things.

Multimedia

On the Web, rich media involves any integration of text, graphics, video, animation, sound, and 3D experience. Bluehouse produces rich media projects for a variety of venues not limited to the Web, including interactive presentations, guided tutorials, and custom sound design.

Internet Services include connectivity and wireless networking, network administration, virtual IT, and marketing services options. We support all the ways people and computers do business.

Connectivity

We provide high quality dedicated ISP services. T1s and fractional T1s with over 99.99% uptime are our standard fare. We also can provide high-speed access to multi-tenant buildings. We are pioneers in Broadband Wireless connectivity as well; a great solution for intranets/VPNs as well as cost-effective Internet access.

Our Network

Our network is made up of triple redundant T3 links to the Internet backbone. This coupled with T1s to additional providers is the heart of our fast, secure network.

Virtual IT

Our staff has expertise on every common platform including Unix derivatives, Windows (9x, NT & 2000), and Domino. They also have experience with a wide variety of applications on both workstations and servers. This knowledge culminates with our consulting services, where we provide strategic planning, implementation, and ongoing support. Coupled with our Internet background, our services truly are comprehensive.



Search Engine Indexing and Statistics

Our marketing department provides promotional services that include strategic content development, search engine indexing, metatag and keyword ascription, detailed statistical reporting, and featured press access through the Bluehouse Newswire.™

Bluehouse Group enjoys the benefits of partnership with numerous elite businesses. Through these relationships, Bluehouse is able to translate those advantages to our clients by way of extended support.

IBM

As an IBM Business Partner, we are proud to claim IBM e-Business certification, and demonstrate our commitment to excellence in business technology. Our clients can rely on our thorough knowledge of the industry with IBM lending their support.

Applied Imagination

Our recent partnership with Applied Imagination, a pioneer in high-end multimedia, allows us to attenuate our range of services into the realms of interactive CD-ROMS, Enhanced Audio CDs, kiosks, digital broadcasting, monitoring services, and streaming audio/video. This powerful partnership positions Bluehouse on the real forefront of convergence.

Viamar

Formerly the parent company to Bluehouse, Viamar is a full-solution provider of services to IBM Microelectronics including graphic design, print, database design, programming and Lotus Notes development. Bluehouse has grown into a separate company, but still enjoys an intrinsic relationship with Viamar in the sharing of knowledge and resources.

Lotus

Bluehouse has recently become a Lotus Business Partner member. Bluehouse clients benefit by having the added support of Lotus Corporation behind every Notes/Domino product we develop.

Additionally, Bluehouse is a value-added reseller of industry standard products by manufacturers such as Cisco, Western Digital, Intel, Adaptec and Creative. This allows us to provide specific product solutions to meet the individual needs of our clients.



How We Work

Our process for Web development is truly a partnership effort with our clients. Every step is carefully planned, every project is closely looked after. Clients trust Bluehouse because our established three-phase process lends as much flexibility as it does scrupulous attention to detail.

I. Consulting/Discovery Phase

During this three-part phase we ascertain critical details that will inform the breadth of the project. The project parameters are discussed and defined in depth.

1. Evaluation

Bluehouse begins with approximately 50 hours of investigative discovery to ascertain and flesh out your business goals. Based on our findings, we then develop a Web strategy which integrates short-term needs and long-term goals.

2. Content Acquisition

Bluehouse then works to develop the site's content into a Web-appropriate format. Content will be edited to sensibly work in the truncated environment of Web design.

3. Functional and Technical Specifications

Bluehouse then documents the specifications for the site technically and functionally. Functional and technical specifications delineate how the site will be constructed.

II. Design/build phase

4. Specifications Expansion

When all site content has been received and re-worked, a storyboard component is created for each page of the site. Content is placed to determine appropriateness.

5. Mockups

Our Creative Director and Producer work with the client to create graphical mock-ups that accurately reflect the vision for the site. The client has the opportunity to select one of the designs provided, or request an adaptation from the mock-ups provided.

6. Analysis and Programming

Building a data-driven and/or e-commerce Web site requires considerable planning and specifications prior to actual development. The programming team lead begins a full analysis of database requirements and networking systems to determine a solution that will most successfully accomplish the long-term goals of the site, and the business.



II. Design/build phase (continued...)

7. Prototype

Concurrently, a working prototype of the site is created. It provides a navigable schematic of how the site will function. Upon completion of the prototype, internal and external usability tests are conducted. Programming continues throughout this stage.

8. Production

Text and graphics are dropped in at this stage. Data-driven components are synched up with front-end design. Numerous reviews ensure that the site stays on track, functions on all agreed-upon platforms, meets the outlined goals, and remains within the original scope of work.

9. Completion

The complete site is submitted to the client for review and sign off. Strategic marketing techniques are incorporated to enhance search engine indexing. The Web site is delivered to the client on CD along with accompanying documentation and uploaded.

III. Support and Follow-through Phase

10. Training

Bluehouse will conduct a training session to teach clients to make updates to simpler elements of the site. For clients who prefer to leave the maintenance to us, we offer special maintenance contracts. Many clients choose this time-efficient option.

11. Online Promotion and Marketing

Finally, we work with clients to promote their sites to the fullest extent, and offer strategies for continued successful online marketing. Clients have access to site statistics anytime they want them, and we provide additional research and marketing consulting services for specialized needs.

With all the ways Bluehouse Group takes care of business, it's no wonder we're Vermont's oldest and most elite Internet technology company. For more information please visit us online at www.bluehousegroup.com, or call 802.878.1444.