

# *Burntsand* News Release

---

## Burntsand Launches Enterprise Content Management Center of Excellence

### ***San Jose Center Will Support Burntsand's Eight North American Locations***

San Jose CA & Toronto ON July 29, 2003. Burntsand, Inc. (Burntsand) (TSX:BRT) a leading North American business solutions integrator today announced the opening of the company's San Jose based Center of Excellence for Enterprise Content Management. This is the second of three Centers of Excellence (COEs) that Burntsand has announced it will open before the end of the current fiscal year.

Burntsand Centers of Excellence (COEs) concentrate thought leadership and domain expertise associated with specific markets and solution sets. Burntsand COEs are responsible for maintaining and extending proven delivery capabilities and the management of key partnerships in their respective ecosystems. Working across Burntsand's North American field of operations, COEs propagate high-value service offerings in response to customer needs and market demand. The first three Burntsand COEs will focus on: Microsoft Business Solutions, Enterprise Content Management (ECM) Solutions, and Service Management Solutions.

Increasingly organizations and enterprises are seeking more efficient, higher return methods and means for applying their intellectual capital, knowledge and information assets to increase their effectiveness and create competitive advantage. Burntsand has combined state-of-the-art business processes and information systems to optimize the total content lifecycle - creation, delivery, presentation, obsolescence and archiving. This approach allows Burntsand to deliver high-value Internet portals, knowledge management systems, Web-enabled document control, collaboration and commerce solutions, to address specific business critical functions such as Phase IV product marketing and sales in the life science arena or in financial services, the distribution of product disclosure statements that are compliant across multiple jurisdictions, geographies and timeframes.

Burntsand has been able to apply this targeted business process optimization to deliver measurable and important outcomes in many highly regulated industries, including life sciences, financial services, manufacturing and transportation, among others.

Burntsand has delivered robust ECM-based solutions to numerous clients throughout North America, many of them Global2000 enterprises and mid-market leaders, as well as education, not-for-profit, and public sector customers. Burntsand has delivered the entire spectrum of content management solutions from rapid deployment models to highly complex integration models. Burntsand has established collaborative relationships with world-class ECM technology firms whose goal is to help customers manage their high-value information within the enterprise, including Documentum, BEA Systems (Nasdaq: BEAS) and Verity.

Burntsand is a long-time Documentum Strategic Alliance partner, a BEA Three Star partner, and Verity System Integration Alliance partner. These best-in-class technology partners are among those comprising Burntsand's ECM platform ecosystem.

"Burntsand brings a wealth of experience to the Enterprise Content Management space, and is a valued Documentum partner," said Rob Tarkoff, executive vice president and chief strategy officer for Documentum. "Burntsand builds solutions that take full advantage of the Documentum platform and other best-in-class technologies to drive compelling business value to our customers. Documentum congratulates Burntsand on its centers of excellence and looks forward to a lasting relationship with the company."

"Burntsand understands how to best apply the BEA WebLogic Enterprise Platform to address content intensive problems," said Morris Beton, senior vice president, business development, BEA Systems. "Their sharp focus on total information delivery can translate into outstanding ROI for our customers."

“Search and content classification, more than ever, is key to user productivity and return-on-investment in any Enterprise Content Management deployment,” said Andrew Feit, Senior Vice President of Marketing for Verity. “Burntsand has the capabilities to deeply integrate Verity’s products with other leading applications to best leverage the customer’s intellectual capital.”

“Burntsand has amassed a significant body of client success and accomplishments in ECM and I am very pleased that we have launched our second Center of Excellence focusing on this important and growing market segment,” commented Burntsand President and CEO Mel Steinke. “A successful ECM integration can be complex from both a business and technology standpoint but also present outstanding differentiation and financial benefits. With hundreds of solutions delivered and in production, this is a preferred business scenario for Burntsand, and one where Burntsand has established a record of proven success for its customers.”

### **About Documentum**

Documentum provides enterprise content management (ECM) solutions that enable organizations to unite teams, content and associated business processes. Documentum’s integrated set of content, compliance and collaboration solutions support the way people work, from initial discussion and planning through design, production, marketing, sales, service and corporate administration. With a single platform, Documentum enables people to collaboratively create, manage, deliver and archive the content that drives business operations, from documents and discussions to email, Web pages, records and rich media. The Documentum platform makes it possible for companies to distribute all of this content in multiple languages, across internal and external systems, applications and user communities. As a result, Documentum’s customers, which include thousands of the world’s most successful organizations, harness corporate knowledge, accelerate time to market, increase customer satisfaction, enhance supply chain efficiencies and reduce operating costs, improving their overall competitive advantage. For more information, visit Documentum on the Web at [www.documentum.com](http://www.documentum.com).

### **About Verity**

Headquartered in Sunnyvale, Calif., Verity provides software solutions that help organizations maximize the return on their intellectual capital investment by utilizing Verity’s industry-leading enterprise search, classification and personalization technologies. Verity software is used for sharing information within and between enterprises; for facilitating e-commerce sales; and for B2B activities on Web-based market exchanges. In addition, Verity technology serves as a core component of many leading e-business applications.

Verity products are used by more than 3,500 organizations in the private and public sectors. Customers include Adobe Systems, AT&T, Bristol-Myers Squibb, Cisco, Cap Gemini Ernst & Young, Documentum, Dow Jones, EDGAR Online, Financial Times, H-P, Home Depot, Lotus, META Group, SAP, Siemens, Stellant, Sybase, Time New Media and Timex.

### **About Burntsand**

Burntsand is a North American Solutions Integrator focusing on business solutions that deliver enhanced productivity. Burntsand’s success results from its ability to rapidly create company-wide integrated business solutions for clients in the areas of Portals, Relationship Management, Content Management, Business Intelligence and Knowledge Management. These solutions integrate into the client’s enterprise architecture. Burntsand’s extensive cross-industry experience in the integration of eBusiness solutions augments vertical expertise in government and the financial services, energy, manufacturing, distribution, and pharmaceutical industries. Headquartered in Toronto, Burntsand operates from eight North American locations. The company trades on the Toronto stock exchange (TSX) under the symbol BRT, Burntsand’s website address is [www.burntsand.com](http://www.burntsand.com)

**Contact the Burntsand Enterprise Content Management COE: [ecm@burntsand.com](mailto:ecm@burntsand.com)**

#### **Contact:**

Mel Steinke President & CEO  
Voice: 416-234-3880  
Email: [msteinke@burntsand.com](mailto:msteinke@burntsand.com)