

## **BURNTSAND SHOWS ECM LEADERSHIP AS MOMENTUM DIAMOND SPONSOR**

### *Burntsand to Present on Digital Asset Management at Momentum Las Vegas*

**Toronto, ON. October 6, 2005** - At the upcoming EMC Content Management User Conference in Las Vegas on October 26, 2005, Burntsand will showcase the firm's leading-edge enterprise content management expertise with a presentation on digital asset management (DAM). In addition, Burntsand's Content Management Practice Directors will be available to provide on-site advice and consultation to conference attendees.

Burntsand's Creative Director, Jenna Fleming, will be presenting the business-oriented session *Planning for DAM: Best Practices and Lessons Learned*. The session is designed for marketing professionals and other business users who are managing rich media assets such as digital images and video for catalogs, publications, or web sites. For companies moving their rich media assets into a DAM system, this session will help them avoid potential pitfalls and make their projects successful. In addition to an overview of business benefits, the presentation will cover how departmental workflow may change, best practices for migrating rich media assets, and storage considerations. The insights in this session are based on Burntsand's experience with prior DAM projects, including one installation that is home to more than 10,000 image and multimedia assets.

As one of two Diamond sponsors of the conference and a top quality partner operating in EMC Software's SST (Select Service Team), Burntsand is pleased to be contributing to the success of Momentum Las Vegas 2005. "Momentum has always been an important annual event for us," says Burntsand US President Martin Glover. "It's an unparalleled opportunity to interact with our customers and partners around the present path and future direction of Enterprise Content Management and EMC Software's industry leading products."

#### **About EMC Momentum User Conferences**

Momentum is the premier user conference of the content management industry, offering customers and partners an opportunity to exchange ideas and explore the latest advancements driving the ECM market. Momentum offers attendees the unique opportunity to network with colleagues, share their experiences, and gain valuable knowledge—all while having a really good time

#### **About Burntsand**

Burntsand, an EMC Software SST partner, is a technology consulting firm specializing in integrating content, processes, and data. For more than a decade, Burntsand has been a respected EMC Documentum partner with proven expertise in Enterprise Content Management. Leading organizations have trusted Burntsand to deliver results-oriented business solutions including document management and scanning, digital asset management, web and portal publishing, publications automation, and records retention. Burntsand delivers optimum time to value and unrivaled customer experience whether delivering an Enterprise Content Management Roadmap, complex integration or product installation. Our consultants work hard to ensure that accountability, leadership, teamwork and trust are the guiding principles of every engagement. With additional expertise in .NET development and integration, Burntsand can help you create intelligent solutions that integrate seamlessly with your business. Contact [ecm@burntsand.com](mailto:ecm@burntsand.com) today.

Burntsand is a business consulting and technology services company that designs, architects, and implements information technology to deliver business advantage as defined by our delivery of Time-to-Value projects through an unmatched Customer Experience. We focus on Mid-Market clients, including divisions of Global 2000 companies. Burntsand was established in 1996 on the foundation of delivering innovative, cost effective solutions on time and on budget. Based upon this foundation, Burntsand has become a customer-focused, forward-thinking North American leader in the delivery of Enterprise Content Management, Portal, and Service Management Solutions. Headquartered in Toronto, Burntsand operates from locations across North America. The Company's shares (TSX: BRT) are traded on the Toronto Stock Exchange. More information about Burntsand can be found at [www.burntsand.com](http://www.burntsand.com).

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