

## Contact

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## FOR IMMEDIATE RELEASE

### **McLaren Software Partners with Blumark Pty Ltd supporting Enterprise Engineer in Australasia**

*ECM Consultancy Adds Enterprise Engineer to its Portfolio*

**Houston, TX – 29<sup>th</sup> Jan 2009** - McLaren Software, a leading Enterprise Content Management (ECM) ISV specializing in engineering-centric content applications, today appointed Blumark Pty Ltd in Australia as McLaren Partners.

The partnership with Blumark is a direct result of the growing interest in Australasia in enterprise scale content management applications to manage engineering documentation and associated business processes.

Blumark's Managing Director, Mark Grimes says, "Blumark is an organization with experienced professionals who build long-term, trusted relationships. We bring a high level of energy, integrity, experience and value to our clients. Our relationship with McLaren Software fits with our philosophy to bring 'best of breed' solutions to market from leading vendors in Enterprise Content Management (ECM). I see the McLaren Enterprise Engineer suite as being at the forefront of innovation in the engineering document management space and Blumark is pleased to deliver this to the Asia-Pacific region."

McLaren Software continues to expand its market coverage through authorized partners who supply local customers with its Enterprise Engineer application suite and services. Blumark customers will benefit from the extensive functionality, reduced costs and faster project execution time offered by the software as well as streamlining future system changes.

“Blumark business consultants have significant experience in the deployment of Enterprise Content Management systems and Business Process Management within large asset owners. Blumark have recognized the opportunity McLaren’s Enterprise Engineer applications provide by adding significant value to their customer base and in turn helping them expand their business in Asia Pacific” explained David Blain, Director of International sales at McLaren Software.

### **About Blumark**

Blumark are specialists in Enterprise Content Management (ECM) and process improvement, assisting organizations with the difficult task of managing business processes and content in an efficient, effective manner. They provide first level support, service, implementation and consultancy for ECM primarily targeting the engineering, utilities, resource and construction sectors. Blumark educates the market and assists clients to increase their understanding of engineering centric ECM solutions and how best to implement these technologies to build efficiencies in their businesses. Based in Brisbane, Blumark also have offices in Sydney and Melbourne, and have clients throughout the Asia-Pacific region.

## **About McLaren Software - The Asset Documentation Integrity Company**

McLaren Software develops enterprise scale engineering documentation and business process applications. Enterprise Engineer leverages Enterprise Content Management (ECM) and collaboration technologies from EMC, IBM, Microsoft and Autodesk.

Enterprise Engineer is designed for companies in asset intensive markets, including oil & gas, energy & utilities, life sciences, transportation, natural resources, process manufacturing and healthcare, or any organization dependent on large operational assets for revenue generation or service provision.

McLaren Software's Enterprise Engineer application suite helps ensure the integrity of documentation and business processes associated with operational assets and engineering projects. Enterprise Engineer is proven to reduce costs, lower the risk of non-compliance, improve efficiency and accelerate project execution.

Implementations of Enterprise Engineer range from individual CAD departments managing engineering drawings, to multi-national organizations with thousands of users.

[www.mclarensoftware.com](http://www.mclarensoftware.com)