

Project Management Solutions Across Business and IT Lifecycles



Luigi Iuliani
Founder & CTO

CEOCFO: Mr. Iuliani, what is the concept of BlueStone Enterprise?

Mr. Iuliani: BlueStone is an organization that provides a solutions pack that we have built over the year, in a different industry, as well as a different domain, without being biased to a specific technology or product base. Then we offer the services around best practice in the DevOps (Development/Operation), ALM (Application Lifecycle Management), SDLC (Software Development Life Cycle) and APM (Application Performance Management). Most of the largest institutions that use these types of technologies would benefit from the solutions that we have built over the years, along with the product extensions we provide.

CEOCFO: What do you understand that allows you to have a better solution?

Mr. Iuliani: For many of the companies—IBM, HP, Oracle and Microsoft—most of their products are built on a perception of what is needed. They cannot cover or help every customer with all of the problems that exist. Therefore, what we do is essentially look at some of the more persistent or common problems and then offer a solution. Many of these companies have a marketing view of things, where they have acquired a company and are trying to integrate to offer a solution, but many times the solution will not solve all of the customers' needs.

CEOCFO: When would a company turn to you?

Mr. Iuliani: We work with Fortune 500 and Fortune 1000 companies. These are large organizations. They turn to us if they try to implement the Best Practices of excellence into their organizations, such as SDLC development, BPM, Enterprise Integration or Application Performance Management. They may have some problems and need a solution. Often times they can build a team or bring together solution experts that would transfer their knowledge within the organization, so it takes time. Therefore, most of the companies that we deal with have already tried on their own to come up with a solution. Some of the more educated ones would bring us in from the very beginning.

CEOCFO: Do you provide staffing?

Mr. Iuliani: We are not into providing staffing. We are more a niche player in helping companies in developing and deploying the best practice in the SDLC software development lifecycle. Therefore, there are things that we can help them with in the development lifecycle, however, much of the IP should remain within that company. We tend to build the knowledge base within the organization, then branch out for cost reduction or optimization in terms of resources.

CEOCFO: How do you reach potential customers and how do they find you?

Mr. Iuliani: We use many of the partner channels, because many of the big organizations look to outsource their services or augment their value with strong partners. Therefore, oftentimes they will involve us from the beginning. We also do a great deal of seminars and give free training.

CEOCFO: I noticed on your website that you have worked with the Canadian Government and Postal Service. Is Government a strong segment for you or more opportunistic?

Mr. Iuliani: It is more opportunistic. It is not the biggest component within our business. They are not really into implementing some of new things right away.

CEOCFO: What has changed over time at BlueStone Enterprises? What have you learned that makes your offering a bit different?

Mr. Iuliani: We are much closer to the customer today. We are an extension of their team and we are a part of the strategic decision of where they want to go.

CEOCFO: Do companies tend to come back to you for additional services or additional products?

Mr. Iuliani: Yes! Once we are in their account, usually we will help them in developing newer sectors or implementing new technology.

CEOCFO: Do you find it difficult to find qualified people?

Mr. Iuliani: It is truly difficult, but not because of training. It is more in terms of culture. It is difficult to find people with the same vision and culture.

CEOCFO: What are the intangibles that you look for?

Mr. Iuliani: We are mainly built around senior resources. Therefore, many of our new employees have come from some of our customers who have agreed to release them. We also have employees that we have trained early on at the university level.

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CEOCFO: How is business these days?

Mr. Iuliani: Good! I cannot complain. We have been doing some very good seminars where we have been penetrating new accounts and also some existing accounts where we have been doing some upselling in new technology or best practices that we offer.

CEOCFO: Put it all together for our readers. Why does Bluestone Enterprise stand out?

Mr. Iuliani: Bluestone Enterprise is the gem in the SDLC world, where we can offer a different type of approach on services. It is really a strategic approach and not just a solution approach.

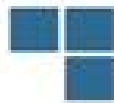
CEOCFO: Final thoughts? What should people remember most about Bluestone?

Mr. Iuliani: Many of our customers say that they really appreciate the way that we approach them and offer our services. We are transparent and not very aggressive.

For more information visit: www.bepgso.com

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