



**BSG recognised for their innovation in e-business  
at IBM Global Beacon awards**

March 6th, 2003 : Business Systems Group (BSG) has been recognised for their outstanding achievement in e-business at the fourth annual IBM Beacon Awards held in New Orleans. Honoured for its work with Extenza ePublishing Services in building a premium online publishing service for publishers of academic and professional journals, BSG was shortlisted in the 'Greatest Innovation in E-Business' category.

BSG's consulting practice (BSG Atomic Solutions) has helped realise Extenza's vision by jointly developing the strategic proposition, designing the Extenza web site ([www.extenza-eps.com](http://www.extenza-eps.com)) and in carrying out the detailed design, analysis and application development required to build the final solution.

The ground-breaking Extenza e-Publishing service will enable publishers to concentrate on their core publishing concerns, by effectively providing an extension to their offering with secure and comprehensive, real-time online access, allowing for flexible pricing, usage monitoring and added value service.

The Extenza solution is being deployed using a combination of IBM technologies including P-Series hardware, Websphere application server, DB2 database and Edge server which ensures the solution is open, scalable and extensible. BSG is also hosting and providing technical support for the Extenza service.

"The Extenza project demonstrates the breadth of services that BSG can offer." comments Nick Gerard, BSG's CEO. "BSG was given the opportunity to build a completely new digital publishing service from scratch. We have been able to utilise our broad range of business, technical and creative expertise to take the project from the initial business case development, through the functional definition phases to delivery. BSG's relationship with IBM has intensified over the last 18 months based upon our recognition of the strengths of the IBM software and hardware platform. BSG's strategy of delivering open, scalable solutions based upon 'best of breed' technologies is completely in line with IBM's".

Ruth Jones, General Manager of Extenza e-Publishing Services said, "BSG was approached by Extenza when the concept was at its earliest stage of development. Their consultants have challenged conventional thinking within the Publishing sector and been instrumental in realising our vision to offer a low-cost, no-pain, outsourcing partnership for the provision of digital publications online".

## **About BSG (see [www.bsg.co.uk](http://www.bsg.co.uk))**

BSG delivers end to end technology services and solutions.

BSG Atomic Solutions offers high value consultancy services including the design and integration of multi-channel solutions & bespoke application development.

BSG Services designs, integrates, supplies and delivers all or part of clients' technical infrastructure. It also provides 24x7 IT support services, managed hosting services, full IT outsourcing and education services.

## **About Extenza**

Extenza offers an affordable, accountable, outsourced electronic publishing platform for journal publishers. Extenza provides internet hosting, data conversion and web delivery of an organisations branded journal material, instantaneous access for librarians and researchers, subscription control, transparent integration with intermediaries and usage reporting that allows them to keep control of costs and operations online.

Extenza was launched to its lead customers in January 2003.