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Cal Poly Partners with Brandsoft in Business Curriculum

SAN LUIS OBISPO – Cal Poly’s Orfalea College of Business is partnering with Brandsoft, a Web software industry leader based in Los Gatos, in a new curriculum coming to the college’s information systems program.

The company’s Brandsoft Resource Manager, a “smart enterprise suite” of software, will be the topic of an upper-division business class focused on project management, software quality, and software testing, said Cal Poly Professor Patricia McQuaid. McQuaid’s senior-level information systems classes will test the usability and functionality of Brandsoft software.

“We are very excited to be able to offer this program to our students,” McQuaid said. “This is the perfect opportunity to bring the next level of the Web to our future business leaders to showcase its value on multiple levels. This partnership also further strengthens our department’s position as a leader in education and research in information systems.”

Orfalea College of Business Interim Dean Terri Swartz agreed. “This partnership with Brandsoft allows our information systems students to access the latest technology in Web management. It’s due to industry partnerships such as this that our college continues to be a pacesetter in the education of tomorrow’s business leaders,” she said.

Keith Fox, CEO and Founder of Brandsoft, Inc., noted that Cal Poly’s reputation as a leader in the field of business education prompted the company’s interest in the partnership. “We are proud to be associated with Cal Poly and the Orfalea College of Business and the university’s investment in technology and education and innovation in creating new business standards.”

Brandsoft’s semantic software provides an open-standards-based business platform. The Brandsoft Resource Manager suite is a pioneer in integrating tools for management and control of a global Web presence, Fox explained. “It provides control of business concepts and vocabulary, consistent site navigation, consistent design templates, integrated application registration, and ‘next generation’ search
capabilities."

The company’s software also allows users to refresh Web site content more quickly, and eases document, digital asset and page management, workflow automation, access and entitlement management, site administration, and modeling of business logic for application development.

For more details, visit the Brandsoft Web site at www.brandsoft.com.

For more information about Cal Poly’s Orfalea College of Business, visit its Web site at www.cob.calpoly.edu.

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Editors Note: For additional information on Brandsoft, contact David Rodgers, (408) 402-0179; drogers@brandsoft.com.