



**AWARE**  
WEB SOLUTIONS

*It's Your Web.*

## **AWARE WEB SOLUTIONS BACKGROUNDER**

### **Minnesota's Leader in Web Content Management for Large Organizations**

A 12-year-old virtual company enables clients to truly own their own web presence

#### **Web content management—first of all a business process**

Large organizations—due to the volume of information they create and manage, spread across multiple operating units with scores of authors—need a web content management (WCM) system that can handle large and growing volumes and complexity of information, and feed this information to and from a variety of sources, ranging from their website to social media and networking applications.

“...as Web sites evolved and began to focus on the user experience, the need for more rapid revisions to branding, structure, content, and the user interface became imperative.

“To support the requirements of today's Websites, organizations need a WCM that is fundamentally different than page- and document-oriented solutions.... organizations need a WCM solution that can be a strategic business tool for marketing while delivering a highly efficient and effective technology foundation for developers.”

*Source: Whitepaper from Sitecore, a WCM software developer*

#### **Web content management focused on business**

As a web firm, Aware Web Solutions does its best to stay out front in technology, but this is not their primary focus. Rather, their goal has always been to be seen by clients as advisors who can help them align and maintain their technology to facilitate growth. The underlying business principles are their primary tools. As a developer and consultant, Aware focuses on enabling clients to truly own their web presence across all venues and technologies—which includes not being handcuffed to vendors to manage the day-to-day processes for them.

#### **Web content management for large organizations**

Founded in 1998 by Jeremy Ziegler and Trevor Olson, Aware Web Solutions has emerged as the region's premier web content management developer and consultant, serving Fortune 1000 companies and other large organizations ranging from The Toro Company, Cargill, General Mills, Eli Lilly, Best Buy and Lunds and Byerly's, to ATS Medical, Compellent, PeopleNet Communications and the University of Minnesota.

Over the past 12 years, Aware has led in the design and implementation of more than 100 web content management applications.

## **A virtual company from the outset**

Launched in the teeth of a major economic downturn—spurred by Y2K and the dotcom bust—Aware has operated as a virtual organization from day one. As a result, they’ve been able to better manage costs and place greater focus on clients’ changing needs. Today, the Aware team comprises of over 30 skilled specialists located in the Twin Cities and St. Cloud.

Aware’s employees are divided by permanent cross-functional client teams, each team self-identified with its own internal team name and logo. The primary focus of these teams is “on strategy, on time, and on budget” for a specific set of clients.

Each employee is also a member of one functional team, such as the strategy team (web analysts), creative team (designers), development team (developers) and project management team (project managers)—each focused on new technologies and best practices within their areas of responsibility.

## **Best among best in class**

Aware Web Solutions has been recognized by Sitecore, Copenhagen, Denmark and Mill Valley CA, as a leading provider globally of .NET Web Content Management System software, having one of three Sitecore MVP’s in the US, and one of only 13 in the world.

At the 25-year mark for the Internet, Aware has built a disciplined virtual company delivering the strategic systems and counsel to empower clients to own and manage their web content.

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