



Big Blue.

Blue Iceberg is a minnow in New York City's teeming ocean of Web services firms. Yet they compete for and win projects in direct competition with much larger firms. How do they make this happen?

"We offer a unique approach to the Web. We are primarily business process consultants who happen to create Web sites. That, and we use Freeway Pro."

When Richard Cacciato and Natalie Yates formed Blue Iceberg, they had just taken a small office furniture business from relative obscurity to star status with a database-driven Web store—in 1996, when such

things were the bleeding edge of technology.

"We designed our first site, and then hired a programmer to build it. We vowed never to do that again!"

With that initial success inspiring a stream of prospective clients, Richard started looking for a better way to work, and to stay in control of the process from concept to finished site.

"When I discovered Freeway, I realized we could build sites without handing off the most critical part of the job. It was the first



Web design program that made sense to me."

Their site, www.blue-iceberg.com, showcases their work and philosophy.

"Our production model is based on Freeway Pro, custom Freeway Actions, and a small team that can out-produce much larger shops. We think that's a winning combination."

Download a free 30-day trial version of Freeway Pro, and discover for yourself. With Freeway, the only limit to your success is the size of your ideas.



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