blutui

Transforming Digital Production for Speed, Scale, and Margin Growth

Brands today demand speed to market across every aspect of their communications. As technology and AI continue to evolve, agencies must be equipped with solutions that enable scale, agility, and sustainable profitability.

Blutui is a proven, enterprise-grade platform purpose-built for agencies to create and deliver digital projects with precision and efficiency. It replaces complex, multi-role production pipelines

with a streamlined front-end developer–only model, increasing output capacity and creative control while reducing total delivery costs by up to 85%.

Blutui is the ideal solution for agencies and production hubs operating at high volume, where speed, efficiency, and value are essential to success.

Five Core Value Drivers

1 Transformative Efficiency

Blutui enables front-end developers to deliver complete web, campaign, and digital experiences without back-end or DevOps dependencies. This integration eliminates coordination friction, reduces cycle times from 6–8 weeks to 1.5–2 weeks, and improves speed-to-market by 400%.

2 Scalable Growth Without Cost Escalation

Agencies can scale their output and headcount efficiency without expanding infrastructure or payroll. Blutui's model replaces the traditional 3-role structure (front-end, full-stack, systems) with a single skilled front-end developer using the Blutui platform.

3 Optimized Talent Utilization

By focusing on front-end skills, agency studios and production hubs can expand production capacity in any market. In India, this allows low-cost, high-output hubs; in the U.S., it enables premium-quality, high-margin delivery.

- India Hub Example: Front-end developer cost ≈ $8,000/year → up to 400% productivity gain → 4x more projects per developer.

- U.S. Hub Example: Front-end developer cost ≈ $90,000/year → similar 4x productivity → 75% reduction in per-project cost.

4 Margin Expansion and Revenue Predictability

Blutui's license model, $199/month per seat plus $99/project managed hosting (passed through to the client), creates a fixed, predictable cost base. Agency studios and production hubs can deliver more projects, faster, with the flexibility of maintaining consistent, higher or more competitive client pricing as appropriate, significantly increasing annual margins.

5 Continuous Innovation at No Additional Cost

Blutui's enterprise engagement model includes lifetime feature updates, implementation workshops, and ongoing developer support, ensuring agency studios and production hubs gains future functionality without incremental expense or integration complexity.

Driving Global Production Efficiency through Front-End-Only Delivery

To achieve true agility in digital production, agencies need solutions that eliminate the inefficiencies of traditional multi-role teams, often involving front-end developers, full-stack developers, and systems engineers, that drive up costs and extend delivery timelines. Blutui provides that solution.

Blutui redefines the production model by empowering front-end developers to deliver fully functional digital projects without the need for back-end or systems engineering support.

By integrating deployment, CMS, headless, hosting, and DevOps capabilities into a single platform, Blutui simplifies workflows, accelerates delivery, and enables production hubs to scale output while achieving substantial cost efficiencies.

Key Financial Insights – U.S. Rates

Metric	Traditional Model	Blutui Model
Roles per Project	3 (FE, FS, SysEng)	1 (FE only)
Annual Salary per Role (USD)	FE: $90,000 FS: $120,000 SysEng: $140,000	FE: $90,000 + $2,388 license
Cost per Project	$19,600 + variable license	$2,596 internal + $99 /mo hosting
Delivery Time	6–8 weeks	1.5–2 weeks
Projects per Developer per year	8	~32
Productivity Uplift	–	~400%
Total Cost Reduction	–	Up to 85%

Revenue and Margin Illustration

Metric	Traditional Model	Blutui Model
Internal Cost per Project	$19,600	$2,596
Managed Hosting Passed to Client	–	$99 /mo
Recommended Client Price	$25,000	$15,000
Internal Margin per Project	$5,400	$12,404
Productivity Multiplier	1x	4x
Annual Value Gain (50-dev hub)	–	~$15M USD

50 x Developer Hub Example (U.S.)

Metric	Traditional Model	Blutui Model
Total Annual Salary Cost	$6,000,000	$4,500,000 (50 FE)
License Cost (50 × 2,388)	–	$119,400
Projects per Year	400	1,600
Cost per Project	$19,600	$2,596 internal + $99 /mo hosting
Revenue per Project	$25,000	$15,000
Annual Margin Gain	–	~15M USD

Blutui allows U.S. based hubs to deliver four times the project volume at less than one-third the per-project cost, while maintaining quality and creative fidelity.

Strategic Benefits

- Scalable productivity: Each front-end developer delivers up to four times more projects.
- Cost reduction: Eliminates reliance on full-stack and systems engineers for individual projects.
- Faster delivery: Reduces project duration from 6–8 weeks to 1.5–2 weeks.
- Simplified hiring and onboarding: Focused front-end skillset streamlines team growth.
- Predictable enterprise costs: Fixed $199 per-seat license, including all platform features and future updates.
- Revenue opportunities: $99 per-project managed hosting fee can be passed to clients.

Outcome

By implementing Blutui in U.S. based production hubs, agency studios and production hubs can:

- Deliver more projects at a fraction of the cost
- Increase annual production capacity by up to 400%
- Improve project margins and revenue predictability
- Reduce operational complexity and technical dependencies
- Generate additional client revenue through managed hosting

Conclusion: Blutui enables a U.S. based production hub to operate as a high-efficiency, scalable digital engine, producing more output, faster, and at substantially lower internal cost while maintaining quality, creative fidelity, and client satisfaction.

India vs. U.S. Production Model Comparison

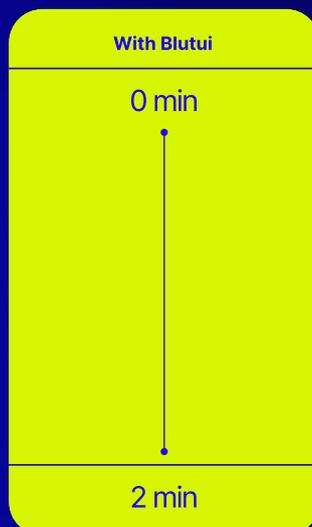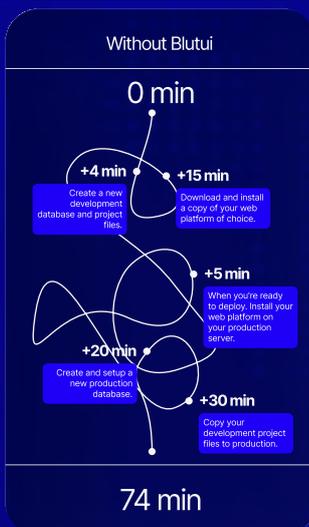| Metric	Traditional Model	Blutui India Hub	Blutui U.S. Hub
Roles per Project	3 (FE, FS, SysEng)	1 (FE only)	1 (FE only)
Annual Developer Cost	FE: $8,000 FS: $11,500 SysEng: $19,600	$8,000	$90,000
License Cost p.a.	–	$2,388	$2,388
Hosting Fee (client billed)	–	$99 /mo	$99 /mo
Projects per Developer per Year	8	~32	~32
Productivity Uplift	–	~400%	~400%
Cost Reduction	–	~80–85%	~75–80%

In both cases, Blutui enables massive scalability with no compromise on creative quality or speed. The India hub achieves best-in-class cost efficiency, while the U.S. hub gains margin leverage and delivery consistency.

Blutui Productivity Advantage

Blutui leverages a host of productivity enhancing features and development principles.
Initialisation, setup and deployment (illustrated below) **are only the beginning**.

Time spent on standard project set up

37x faster set up

Without Blutui

0 min

+4 min
Create a new development database and project files.

+15 min
Download and install a copy of your web platform of choice.

+5 min
When you're ready to deploy. Install your web platform on your production server.

+20 min
Create and setup a new production database.

+30 min
Copy your development project files to production.

74 min

WordPress · U · Silverstripe CMS · Drupal™

With Blutui

0 min

2 min

Blutui

Initialisation time on web application scale development

4,140x productivity advantage

Without Blutui

Server configuration	7 hrs
Database configuration	7 hrs
App configuration	19 hrs
Admin panel (full)	70 hrs
Admin panel (front)	35 hrs
Deployment	40 min

138 hrs

Laravel · SITECORE · SANITY · Adobe Experience Manager

With Blutui

|	
Project set up	1 min
Deployment	1 min

2 min

Blutui

Example Projects

From Microsites to Mid-Range Apps Blutui applies a universal development approach to studio development that optimises resources, lowers overhead and accelerates production.

Golden Homes
goldenhomes.co.nz

A mid-range complexity site which features a relational database powering thousands of property pages, being constantly updated by content teams from 12 marketing hubs.
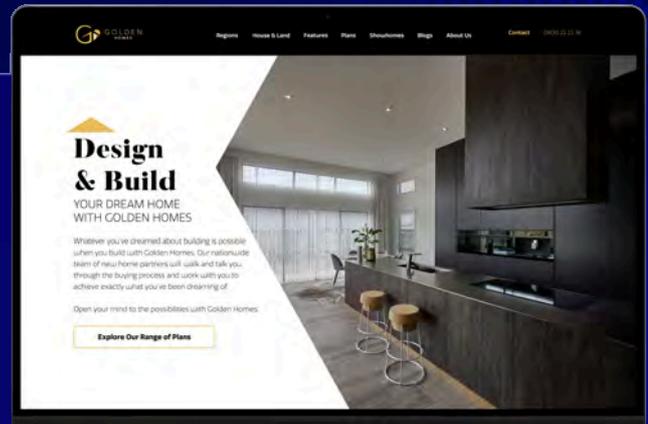
Without Blutui

Technology	Talent	Time	Total Cost (internal)
Laravel	FE, FS, Sys Ops	9 weeks	$14,250

With Blutui

Technology	Talent	Time	Total Cost (internal)
Blutui	FE	4 weeks	$5,820

Dean Ballinger Books
booksbydeanballinger.nz

Single page product sales site with considered creative UX/UI with sticky Mondrian border, an ecomm order placement component with Buy Now and simple gallery carousel.
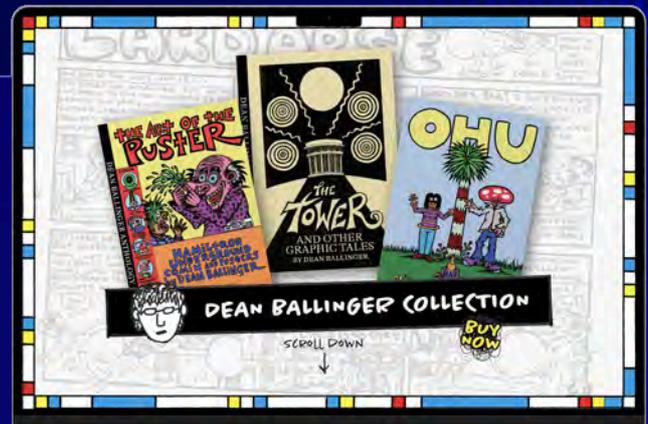
Without Blutui

Technology	Talent	Time	Total Cost (internal)
Wordpress	FE,FS	12 days	$2,850

With Blutui

Technology	Talent	Time	Total Cost (internal)
Blutui	FE	3-4 days	$1,164

Case Study

Bacon saved, job done.

"Blutui is incredibly efficient and super fast to develop.

It saved our bacon on our "chicken" account."

Chief Digital Officer SEA

Blutui Saved Our Bacon on 'The Chicken Account'

When R/GA Singapore landed the chicken brand's competition campaign brief, it came with all the hallmarks of a fast-food project: high stakes, tight deadlines, and zero margin for error. The ask? A sleek, high-performing campaign site for a major product launch, ready to go live in just 12 days.

The problem? A site like this would normally take three or four weeks to develop,using a full stack team, and every traditional tool in the agency's stack screamed, **"Nope, not gonna happen"**.

Enter Blutui.

THE BRIEF
Fast Food, Even Faster Deadlines

R/GA Singapore, specialise in FMCG and retail brands, so they're no stranger to fast-paced campaigns. But this was a new level of urgency. The client needed:

- A responsive, custom-built survey/competition website.
- Integrated customer data capture with real-time validation.
- On-brand, high-impact creative to match the campaign's bold energy.

And all of it had to launch in 12 days (including a weekend), ahead of the chicken brand's national media blitz. The agency didn't have the development bandwidth or the available time if they were to rely on their regular workflow.

THE CHALLENGE
Three Weeks' Work in 5 Days

R/GA's usual workflow for campaign sites involves a combination of legacy CMS platforms and custom code. It's effective, but not fast or straightforward.

The team was already swamped with other projects, and trying to force this campaign through the system would have crushed timelines, margin and morale.

They needed a platform that could streamline the process, accelerate development, and cut out the usual bottlenecks.

That's when they turned to Blutui.

THE SOLUTION
Blutui

Blutui's lean, developer-first framework was the perfect fit for the project. Here's how it saved the day:

1. Rapid Build with Blutui
R/GA's dev team were onboarded via the Blutui Fly-Through workshop in a a matter of two hours, and with the fundamentals of standard front-end development a single front end dev delivered the project, with support from the Blutui team, in 5 days plus a part-days client revision.

2. Custom Without the Complexity
Blutui's lightweight framework let R/GA's team build a fully custom, brand-aligned site without the usual overhead of bulky CMS platforms. No plugins, no unnecessary middleware, just clean, efficient code.

3. Speed to Market
With Blutui's streamlined workflow, the team was able to hit the ground running. Tasks that normally took days, like setting up hosting, managing version control, or handling client revisions, were completed in hours.

4. Client Sign-Off, Simplified
Blutui's intuitive interface made it easy for R/GA to keep the client in the loop throughout the build. Real-time previews meant faster approvals, and the site was live-tested and client-approved well ahead of schedule.

THE RESULT
Campaign Delivered, Client Cluckin' Delighted

In just 5 days, 6 when you include revisions, R/GA Singapore delivered to KFC a high-performing competition/survey campaign site that looked and felt like it took months to create.

The client was thrilled, the campaign launched flawlessly, and R/GA cemented their reputation as a fast-moving, solutions-focused partner.

Why Blutui Made All the Difference

Blutui was the key to solving R/GA's delivery problem. By cutting down development time, reducing technical overhead, and enabling seamless collaboration, it allowed the agency to focus on what mattered: delivering for their client.

As R/GA's Regional CTO put it,

"Blutui didn't just make the whole project possible, it saved our bacon"

Changing Face of the Industry

The agency business model is under pressure. Traditional hourly billing and effort-based pricing are increasingly outdated in a world where automation, AI, and performance accountability drive client expectations. Agencies are being challenged to deliver greater value for fixed or declining fees.

Blutui enables agency studios and production hubs to decouple effort from value, delivering high-speed, high-quality output with minimal resources. The platform's speed, efficiency, and creative control make it the foundation for a new, value-based production model, one that maximizes margin, transparency, and client satisfaction.

Key Values

Blutui strives to bring simplicity to studio decision-making and as such has applied the following values to the workings in this document.

Onboarding is via online (or in-person by agreement) developer workshops as appropriate supported by follow-the-sun access to Blutui developer support via Slack, Discord and email. Subsequent onboarding may attract a modest fee. These projected enterprise license charges may reduce with volume.

Per seat rate
@ US$199 /mo

Per project rate
@ US$99 /mo

Enterprise Support Framework

- Implementation Workshops: Blutui teams embed with agency studios and production hubs production hubs for onboarding and process alignment.
- Developer Enablement: Front-end developer upskilling workshops to maximize platform mastery and productivity.
- Support SLA: Direct access to platform engineers and success managers.
- Co-Development Roadmap: With inclusion in both Blutui Founders' Circle and codeCircle, agency studios and production hubs can influence Blutui's future feature pipeline.

Founders' Circle

codeCircle

Why Agency Studios and Production Hubs Embrace Blutui

Blutui gives agency studios and production hubs the most powerful, profitable, and scalable model for digital production. It redefines how agencies build, deploy, and manage digital projects, turning front-end teams into high-efficiency production engines capable of delivering at up to four times the current pace.

In a landscape where creativity, speed, and efficiency define competitiveness, Blutui positions agency studios and production hubs at the forefront of the industry's transformation, building faster, smarter, and more profitably than ever before.

Let's move forward together.

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