

Every Business is in the business of communications

Whether you are communicating with your staff, your customer base or your investors, the messages you send will define your business in the eyes of the people around it. It is these people who are your most valuable resource.

People are the reason businesses, and the markets that define them, exist. It is communication between and among people that will ultimately determine the success of a business. Whether a global law firm or a start-up non-profit, Articulated's clients benefit from our strong experience in defining and managing interpersonal communication.

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Why Articulated?

Marketing Versus Technology

Most Web development companies specialize in either marketing or technology. If Web designers are too focused on technical specifications, they may not deliver a site design that has a lasting impact on your audience. If designers are only focused on design attributes or a marketing campaign, they may not create a stable Web site, resulting in technical problems discovered after the launch. Articulated is a team of professionals with backgrounds in communications AND technology, bringing together these two essential components in a single company.

Small, Mobile, Intelligent

Articulated offers the benefits of a large agency with the personal accountability of a boutique shop. We have a wide range of in-house services as well as a network of service providers we have carefully screened to ensure that our clients receive the most appropriate and talented team at the best cost. Because of our flexibility, we are able to put together a solution as small as designing a brochure or as large as setting up a complete Web venture, including incorporation, physical infrastructure and a full-scale marketing campaign.

Strategic Planning

Many companies prefer to rush quickly to production, only to discover critical errors and miscommunication after a launch. Through our efficient planning process, we are able to provide the fastest and most accurate development, guiding our clients through each step along the way. This crucial stage also identifies future opportunities for our clients to grow the models we develop as their needs change and evolve.

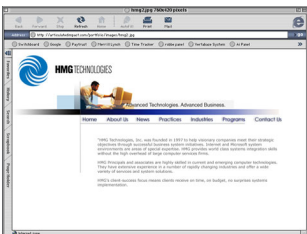


Strategic Planning

Planning is the most important phase of any project. It begins with assessing your audience and its needs, then moving on to structured brainstorming. But the solution will be useless if it is not technically feasible. One of Articulated's core strengths is information architecture – creating the blueprint to your Web project.

Without a meticulous design that incorporates scenario planning and scalable development, the final Web site can easily become obsolete within a matter of months.

Services: Current Web Site User and Traffic Analysis, Market Research, Information Architecture, User Experience Mapping, Development Strategy



Interface Design

The Web site interface is the communicator between the user and the technology. If users cannot easily find what they are looking for, the entire Web site is useless. Providing intuitive navigation that your mother can understand while integrating a heavy amount of information is the reason back-end database development companies keep turning to Articulated to design the front-end experience for the Web site's audience.

Articulated understands that the audience will perceive your organization's reputation and strength through the ease by which they can navigate your site. At the same time, the design of the site indicates the organization's impression of its audience. Inaccurate reflections will not only lead to user confusion, but may also alienate the user. We have designed sites ranging from liberal to conservative.

Services: Graphic Design, Photoshop, Flash, Dreamweaver, Fireworks



Technical Development

Articulated provides only the highest quality technical services as we know that a poorly functioning Web site is as bad as no Web site at all. We custom build technical solutions as well as work with other specialty developers to ensure the fastest and most efficient production with the most reliable end product.

The strength and reliability of the technical development of a Web site drives the long term value and growth of a Web based project. We recognize that technology is an investment and our clients demand and deserve high returns.

Services: HTML, Javascript, Flash, VB, ASP, SQL, Back End Integration, Database Development (SQL Server, MS Access)



Business Process Re-engineering

Articulated takes a whole picture approach in designing Intranet applications that are both intuitive to navigate and easy to maintain. We recognize the need for enterprise wide consistent quality and seamless integration of legacy systems. Intranet applications can not only streamline business processes, but also bring greater cohesion across company departments.

Articulated has developed a methodology to assess your business processes and create Web-based solutions that will work with your existing technology. We take the time to understand how your business operates and where there are inefficiencies in the system. Our solutions are designed to accommodate all aspects of your organization, including the talents of your employees and the protocols of your industry.

Services: Process Analysis, Process Design, Intranet Development Services

Interim Management



Senior Management

When looking to fill a role, hiring a new employee can be time consuming and may become a costly liability to the company. By outsourcing those needs, you will not only have higher accountability, you will also pay for the labor only when it is necessary. By contracting Articulated Impact you bring in technical team members who are marketing and communications experts. We can bring you senior level management experience to your project or department. Consider us your management team on stand-by.

Positions: CTO, CFO, COO, Bookkeeping



Project Management

Internal projects can require the management of many resources, both internal and external to your organization. When planning for your project, it is critical to include a primary leader in major areas of research, strategy, build and launch phases.

Articulated has extensive experience in using existing resources to plan, execute and deliver on projects ranging from small Web sites to the technical infrastructure for an office space. Articulated can begin managing your project as early as the first brainstorming session or come in at critical points such as determining the technical assessment of your project.

Services: Account Management, Project Management, Team Management, Resource Management



Strategic Planning

Who is your audience? Determining who your audience is and how best to approach them can be a critical success factor in the longevity of your product or service. Does your audience include potential investors, future employees? Your audience needs to invest and believe in your product, service, employees and company. What is the story you will tell and who will tell it best? Articulated can help you formulate a plan to maximize your marketing budget. We have experience ranging from a shoe string campaign to launch a company to a national advertising campaign with a \$3 million budget.

Services: Strategic Marketing Campaign Planning, Marketing Research, Competitive Analysis



Brand and Identity Development

Brand loyalty or identity crisis? Your company identity is the most immediately recognized aspect of your organization. Your logo and tag line can speak volumes about your mission. The best marketing is recommendation by your customers. Give them a story they can remember and they will tell others of their experiences with you. Be easy to recognize and be sure your customers know you by name. Articulated has helped organizations create lasting logos and memorable tag lines. Let us help you stand out in the crowd

Services: Logo Design, Brand Management, Tag Line Creation, Corporate Naming, Identity Consistency Analysis, Competitive Analysis



Relationship Marketing

Successful marketing requires far more than advertising and direct mail campaigns. The highest return on investment comes from leveraging the power of a relationship network rather than creating an audience from scratch. Articulated will explore the services, products and information sources of your target audience and then develop a plan to reach them through partnerships with high profile companies or strategic market-based relationships.

Services: Relationship Negotiation, Relationship Management, Relationship Marketing



Content Development

What do you say when someone asks you "What does your organization do?" How do your employees answer? What would your customer say? It is vital to the success of your organization that everyone is relaying the same story. What your organization "does" is much more than your mission statement. We can help you send the same message across a variety of media. Solid content that is specifically shaped for your audience will leave a lasting and meaningful impression. Articulated will help you professionally convey your message with consistency.

Services: Copy Writing/Editing, Manuals, Page Layout, Promotional Message Development.

Conceptual Development - *clarify the problem*

Once the overall budget and schedule have been approved, the contract is signed and a deposit is submitted. The objectives are determined as well as the success criteria. Technical needs are addressed and clarified. The creative brief is written based on the client survey and includes a brief competitive analysis, style guidelines, technical restrictions and a mock up of the interface. A client review site is created for you to follow all aspects of development and send in feedback.

Deliverables: Creative Brief, Technical Specifications

Design – *propose solutions*

Three separate designers provide three potential interfaces with an option of three sets of revisions. A site map is completed and approved by the client. Then we will send a content delivery plan so that content acquisition and writing/editing can begin. At this stage the navigation, page flow, content organization and layout are established.

Deliverables: Site Map, Content Delivery Plan, Interface Design

Production – *execute the plan*

Once the design and the “look and feel” have been determined we move into production. At this point the creative elements have been signed off and coding begins.

Deliverables: Beta Build

Quality Assurance – *trust, but verify*

Various tests are used to make sure the site has full compatibility as outlined in the specifications. Integration testing (links), platform testing (Netscape and Explorer), operating system testing (Mac and PC) and content testing (grammar, spelling) are all applied.

Deliverables: Test Report, Final Site

Launch – *Houston, we are a go.*

Once the necessary tests pass, the site is migrated to your servers or the servers we have selected for your hosting plan. At the closing meeting we will present you a binder and CD-ROM of your Web site and offer recommendations for future developments.

Deliverables: Site Management Contract, Project Binder, CD-ROM