

# AIM Consulting Brand Guide 2017

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The definitive book on creating and maintaining consistency in the AIM Consulting brand.

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# Introduction

AIM Consulting is part of Addison Group, a leading provider of professional staffing services. AIM Consulting is a technology consulting firm that brings to Addison Group capability in Solutions Delivery as well as a robust enterprise customer portfolio. The acquisition, which occurred in 2017, aligns with Addison Group's strategy to expand its national service footprint and allows the company to extend IT consulting services to all combined markets under the AIM Consulting brand.

The AIM Consulting brand is a valuable asset. "Brand" is defined here as any experience people have with AIM, but particularly the tone, design, and imagery associated with the company across all official marketing documents and digital assets. Consistency in brand design builds recognition and trust. Solid branding will ensure that AIM is remembered in a positive way.

## Why a brand guide?

The AIM brand needs to position AIM Consulting as a leading provider of technology consulting and solutions delivery. Every interaction employees, candidates, customers, and prospects have with the company should reinforce this positioning.

## How does this affect me and my work?

Branding requires proper care and management to be effective. Each interaction with AIM must always look and feel the same way, from our logo to the materials we use to the way we talk about our services. This requires every employee and vendor to be a brand guardian. Over time, the effort made to be consistent will build brand recognition and bolster confidence in the solutions we provide.

## How do I use it?

It's a good idea to review and understand the basic usages of the elements that make up our brand. This Brand Book is a reference guide. Whether creating new marketing and communication materials, having T-shirts printed, or working with vendors who need access to our brand elements, use this Brand Book to inform the creative process and protect the brand identity. Consistent application across all customer touch points adds a higher level of professionalism to the AIM Consulting brand experience.

# Resources

If you have questions about the AIM Consulting brand, or if you need artwork, contact Marketing:

AIM Consulting  
14450 NE 29th Place, Suite 200  
Bellevue, WA 98007

T: 206.624.5333

E: [corpmarketing@aimconsulting.com](mailto:corpmarketing@aimconsulting.com)

# Brand Identity

## AIM Personality

Brand is about conveying the personality or culture of a company. Humans bond with each other based on the accumulation of shared experiences and understanding of one another's values. The same is true of brands. A brand's personality is made up of adjectives that describe the company as if it were a person.

AIM Consulting is not stiff and formal like traditional consulting organizations, impersonal like staffing agencies, or whimsical like some Startups or creative agencies. We are smart, business-minded professionals with deep expertise in building and leading teams and technical solutions, but are also relaxed, fun-loving people who are enjoyable to be around.

## Brand Adjectives

The following adjectives and associated values describe the AIM personality:

- **Warm – friendly and relationship oriented; a company that puts people first**
- **Thoughtful – considerate and committed to quality service**
- **Energetic – fun, lively and hardworking; relentlessly driven to bring success to the customer**
- **Experienced – relied upon to deliver best practices and practical solutions**

## AIM Core Covenants:

- ▶ Teamwork
- ▶ Discipline
- ▶ Attitude

# Brand Voice

The voice of AIM is a reflection of personality in the written word. Copy should be personable, but professional. The tone should be warm and friendly, but also show thoughtfulness. It should project expertise without being pretentious. The message should be concise, clear, and repeatable. It should not have to be “decoded”. It should not have to be restated or read multiple times to be understood. If the meaning isn’t immediately obvious, it should be rewritten.

## Don'ts

To achieve clarity, we should avoid:

- Fluff. We should make substantial statements rather than fill space with unnecessary adjectives, modifying prepositional phrases, sentences that repeat the same ideas in different ways, or banal fillers.
- Internal Lingo. We should not market using phrases that have meaning internally but are not understood outside our office walls, such as MTAR, MERA, etc.

## Example of the AIM Brand Voice

“AIM Consulting combines technical expertise with an understanding of business goals to solve your toughest challenges. We know technology and can help you design for the user experience, build innovative software, leverage data for actionable insights, implement modern processes and tools, and maintain critical applications and systems.

Our engagement model is designed with flexibility in mind for long-term partnerships. From strategy and implementation to sustained services, we provide technology consultants in custom configurations to fit your priorities and scale over the lifecycle of your solutions.”

# Positioning Statement

AIM Consulting, an Addison Group company, is a rapidly growing leader in technology consulting services and solutions delivery that helps companies compete effectively in the digital world. AIM’s differentiation is its ability to build long term relationships with the best technology consulting talent in the region and to deliver end-to-end on business-critical initiatives with modern technologies and processes. Founded in 2006, AIM Consulting provides strategic guidance and scalable project teams in the areas of Application Development, Data & Analytics, Delivery Leadership, Digital Experience & Mobile, and Infrastructure, Cloud and Enterprise Service Management. Headquartered in Seattle with offices in Denver and Minneapolis and the capability to deliver solutions across the US, AIM Consulting has been repeatedly recognized as one of the nation’s fastest growing private companies and best places to work. Learn more at [aimconsulting.com](https://aimconsulting.com)



# Logo

The AIM Consulting logo is the foundation of the brand. The logo design is friendly and forward thinking. The gray adds stability, and the orange brings out personality.

The use of lowercase for the font makes us approachable. The slight angle at the bottoms of the characters add a sense of action.

The triangle element is important because it promotes two concepts that support the brand personality:

- It points up and to the right to emphasize our positive intent, outlook, and direction
- The tilt reinforces the idea that we are never willing to sit still and be comfortable where we're at. We are actively looking to find better and more effective ways to serve our customers

## Acquisition logo

The AIM Consulting logo with "An Addison Group Company" is the official logo for AIM Consulting. This logo should be what appears on the website, on paychecks, on client-facing collateral, in sponsorship, and so on. The logo without the byline is still usable and the preferred logo when a less cluttered look is warranted, such as when the logo is very small, with large physically made signs in which many small letters are cumbersome, or when the investment to replace it is not warranted.



## Orange

Spot: Pantone 158

CMYK: 0, 65, 100, 0

RGB: 232, 117, 17

Hex: #E87511



## Logo Colors

Logo colors are orange and gray. Be certain to use the correct color type relative to the medium (see color types explanation under Brand Colors on page 11). Specific logo artwork files are available that have the correct color types built into the artwork.



## Dark Gray

Spot: Pantone 424

CMYK: 64, 56, 52, 26

RGB: 89, 90, 93

Hex: #595A5D



# Logo Use

In all circumstances, the color logo is always preferred. However, there may be situations where the color logo may be inappropriate. For these specific situations, there are two options provided:

## Black

This version is appropriate times when only one color is available from a partner or vendor. This black version of the logo is the only 1-color variant that should ever be used.

## White

On very dark backgrounds, the orange and gray will not display properly. In these situations, use the white or “reverse” logo to maintain the logo’s integrity and maintain the highest contrast possible.

In the case of branded collateral that are dark or black, such as shirts, pens and the like, the reverse logo with orange triangles is preferred.



## Clear space

Since our logo is the foundation of our brand identity, it is important to keep the mark from getting lost in the clutter of a given communication piece, or lose its importance as a brand object.

Generally speaking, the logo should have a minimum clearspace equal to the height/width of the triangle mark on all four sides (see example left). This will help maintain a consistent and uncluttered presentation of our brand mark.





## Orientation

The logo must be presented on a horizontal baseline in every application. In no circumstance may the logo be oriented on its side, at an angle, or upside down. This will continue to maintain the integrity of the AIM Consulting mark, and solidify the concept of stability in the name itself.

## Placement

Where the logo is placed in a layout for print and for web should be considered carefully. The logo should not be lost in the information, but neither should it overstate relative to the main message of the marketing piece. As a general guide, in print the logo should reside in the upper right corner of a marketing piece. In the case of the web site, the logo should be placed top left.



## Resizing and stretching

The logo art is provided in formats that provide opportunity to resize to fit the application on collateral. It is extremely important that the aspect ratio be kept proportional to maintain consistency in all marketing and branding pieces. Provided are examples of ways the logo has been incorrectly resized and skewed in such a way as to degrade the integrity of the mark.



## Minimum sizing

The logo needs to be protected from getting so small that it is unrecognizable. This can happen in both print and digital media. As a general rule, in print, the logo should be no smaller than 1/2" wide in print applications, and no smaller than 60px wide in digital or online applications.



## Backgrounds

There are times when collateral will require the logo be presented on a colored background or photograph. Generally, the preference is to always keep the logo on white whenever possible. In circumstances where a photo or background color are necessary, do not use the color version of the logo. Background colors should be held to brand approved colors (see Brand Colors on page 11), and photos should be limited to allowing the highest possible contrast with the logo. See examples below of acceptable and unacceptable uses of colors/photography with the logo.



## Other incorrect use examples

This section shows a visual sample of some final thoughts on what not to do with the logo. Again, to reiterate, our foundation is the logo, and if the logo is distorted or unrecognizable, it diminishes the strength of our brand. Please review these examples to be sure all uses of the logo are consistent.

- changing fonts



- outlining the logo



- low contrast/gray on gray



- wrong colors



- adding elements or tagline



# Colors

## Brand Colors



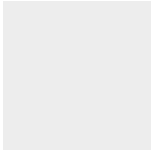




Our brand colors cover the full color spectrum in order to show warmth and personality as well as offer versatility in the creation of materials and presentations. White, gray, shades of blue, and small pops of chartreuse harmonize well with our main color—orange. Although pops of color are encouraged to harmonize the whole, too much color can result in a “carnival” feeling or rainbow effect that is too loud and off-brand.

The color palette also reflects the personality of AIM Consulting:

- ▶ Orange = warm
- ▶ Gray = thoughtful
- ▶ Chartreuse = energetic
- ▶ Blue = experienced

### Important:

The RGB colors are the most accurate ones for AIM’s brand colors. When in doubt about color conversion always use them as a base.

Primary		Orange RGB: 232, 117, 17 Spot: Pantone 158 CMYK: 6, 65, 100, 0 Hex: #E87511
		Dark Gray RGB: 89, 90, 93 Spot: Pantone 424 CMYK: 64, 56, 52, 26 Hex: #595A5D
		Light Gray RGB: 237, 237, 237 Spot: Pantone 427 CMYK: 6, 4, 4, 0 Hex: #EDED
Secondary		Chartreuse RGB: 206, 224, 7 Spot: Pantone 381 CMYK: 24, 0, 100, 0 Hex: #CEE007
		Dark Blue RGB: 0, 79, 109 Spot: Pantone 302 CMYK: 97, 65, 38, 20 Hex: #004F6D
		Medium Gray RGB: 153, 153, 153 Spot: Pantone Cool Gray 7 CMYK: 43, 35, 35, 1 Hex: #999999
		Black RGB: 0, 0, 0 Spot: Pantone Black CMYK: 30, 20, 0, 100 Hex: #000000
		White RGB: 255, 255, 255 Spot: Pantone White CMYK: 0, 0, 0, 100 Hex: #FFFFFF

## Color Types



For simplicity, we will break down colors in two categories: digital and print. Only use the specific color type codes listed for the appropriate medium to maintain color consistency for the brand.

### Digital

RGB (Red, Green, Blue) and Hex (Hexidecimal) will always be used for web, video and interactive work. *(RGB seems to work best for office laser printers.)*

### Print

CMYK (Cyan, Magenta, Yellow and Black) and PMS (Pantone Matching System, also known as “spot color”) are used exclusively in print applications, including branded collateral (pens, t-shirts), marketing brochures, posters, signage, etc.

Additional Web Colors		Medium Blue RGB: 6, 158, 207 Hex: #069ECF (Website link color)
		Light Blue RGB: 140, 207, 231 Hex: #8CCFE7

# Type

## Typography

We want to create a unique brand experience through the consistent application of thoughtful typography and layout standards.

The AIM Consulting brand identity relies heavily on highly engaging typography, dramatic use of white space, and a minimalist application of the secondary brand elements.

### Scale

Our typography uses significant differences in scale to create clear hierarchy in creative layouts. Generally, headlines are two times the size of subheads, which are two times the size of the body copy.

We maintain an agile and open feeling on the page by using the “Light” version of the font for headlines and body copy to counteract the potential for heaviness or overwhelming weight that comes with the use of bolder faces.

## Brand Fonts

The official AIM Consulting brand font is Helvetica Neue, and was chosen for its modern, crisp, no-nonsense attitude. It communicates clearly and positively.

Helvetica Neue is not a web font so its main use is in our print media (but also in our digital media where a live font is not an issue, for example, a JPG for a web banner). To maintain consistency in brand presentation in every media, whether digital or print, please check our **Web Guide** on page 18.

### Some guidelines for consistency

- Headlines should be short and snappy. Keep length to two lines. Three lines absolute maximum.
- Arial is an acceptable substitute font for body text on collateral such as letterhead and web copy.
- Whenever possible, always use the available web fonts for Helvetica Neue on web pages

Headline is  
Helvetica  
Neue Light 45

Subhead 1 is  
Helvetica Neue Light 45

**Subhead 2 is Helvetica Neue Bold 75**

Body copy is Helvetica Neue Light 45

### Font exception

Print headlines that are 80pt+ can be Helvetica Neue Ultra Light:

AIM

# Font Settings

Font settings assume using Adobe Creative Suite (PhotoShop, Illustrator, InDesign)

## Headlines

- Font: Helvetica Neue Light
- Color: Black or dark gray
- Letterspacing: -25%
- Line spacing: solid (100% of font size)
- Paragraph spacing: additional 20% on the bottom side
- Kerning: Optical

## Subhead 1

- Font: Helvetica Neue Light
- Color: Primary or secondary accent color
- Approximately 50% the headline size
- Letterspacing: -25%
- Line spacing: solid (100% of font size)
- Paragraph spacing: 10% additional on the bottom side
- Kerning: Optical

## Subhead 2

- Font: Helvetica Neue Bold
- Color: Black or medium gray
- Approximately 110% the body copy size
- Letterspacing: -10%
- Line spacing: solid (100% of font size)
- Paragraph spacing: none
- Kerning: Optical

## Body copy

- Font: Helvetica Neue Light
- Color: Black or dark gray
- Approximately 50% the subhead 1 size
- Letterspacing: -10%
- Line spacing: 125% of the font size
- Paragraph spacing: 10% additional on the bottom side
- Kerning: Optical

**Note:** Overall, do not use any character stretching, capping or small capping.

## Other typographic guidelines

- Headlines work best in this style when the copy is very short. See voice section for thoughts on headlines
- Line length for body copy should be kept at a max of 70 characters
- Line spacing on headlines/subheads should be set to minimize the interactions of descenders of the upper line with ascenders of the lower line
- Line and letter spacing is set to provide appropriate color to a copy block in a given layout
- Because of the thin/light nature of the headlines/subheads, maintaining high contrast is preferable. Gray on gray is an example of too little contrast
- In print applications of large scale, headlines of over 80 pt. can use Helvetica Neue Thin or Helvetica Neue Ultra Light depending on reading distance and environmental distractions

## Margins

Appropriate margin spacing helps maintain focus on content and reduce clutter. Generous margins should be used as much as possible.

# Brand Elements

## Main Brand Elements

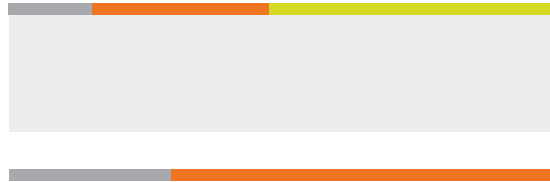
AIM Consulting maintains objects that support the brand style and help build structure in layout. These objects are provided in different file types so as to facilitate the propagation of the correct colors and sizes.

### Triangle and quote mark



### Two- and three-color bar

Can be used in conjunction with the gray box to separate secondary content from primary content. Attempt to align color sections relative to columns of text or other content, making sure that segments are varying sizes. Two colors for really small areas, three colors is preferred.



### Social media icon



### Bullet styles

2 unordered list bullets.

- **Small square medium gray bullet**
- ▾ Orange triangle bullet, approximately the same size as the bullet copy

### The arrow



# Main Brand Elements continued

## Corner cut color container

When looking to draw attention to a specific concept or call-out an idea, corner cut boxes can be used. These containers are flexible in height and width; however be sure to maintain the relative dimension of the sliced corner at a 45 degree angle, representing the brand triangle.

These boxes can also be colored in many different ways. Orange, blues, grays, all depending on the purpose of the container, and any hierarchy relative to another container that may be in the same space.



## PowerPoint Template: slide transition



SUCCESS STORY: RETAIL INDUSTRY  
CAPABILITY: DATA & ANALYTICS

Experimental Design  
and Analytics  
Framework to Support  
Growth Hacking  
Initiatives



How we used data science to identify winning strategies and facilitate innovation and business growth

# Icons

AIM Consulting occasionally uses icons for purposes of categorization or to add interest and enhance understanding. For our Capabilities Areas, we have official icons that should always be the same regardless of where they are used. For Principles, we have icons that convey the concepts described but can sometimes be swapped out when a more relevant point is needed for a particular solution. Icons can be used in collateral or infographics without being tied specifically to the AIM brand. However, when possible, it is preferable not to use the same icon for different concepts. There is not a catalogue of which icons have been used for what, so this is most important for the Capability Areas and the Principles. We also have a custom agile icon that can be used when discussing agile development, but its use is optional.

## Capabilities Icons

Infrastructure, Cloud & ITSM



Data & Analytics



Delivery Leadership



Digital Experience & Mobile



Application Development



## Principles Icons

World Class Communicators



Industry Leading Experience



Holistic View of Software Quality



Trusted Partners Who Care Deeply



Continuous Delivery of Value



## Social icons on website



## Agile Icon





# Collage

The collage is a custom made image showing real employees of AIM Consulting. The collage emphasizes the Brand Personality and is tied to the AIM Consulting Experience (ACE), our onboarding, training and retention program. It can be used to define and propagate the AIM culture. It is also used with our social media accounts to emphasize “who works here”.

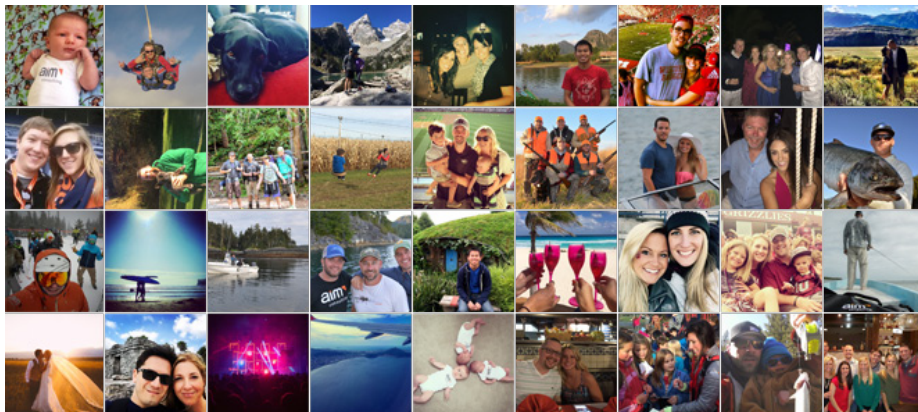
## Twitter Banner



## AIM Consulting Experience (ACE): word docs and Email template banners



## The Collage



# Brand Imagery and Photography

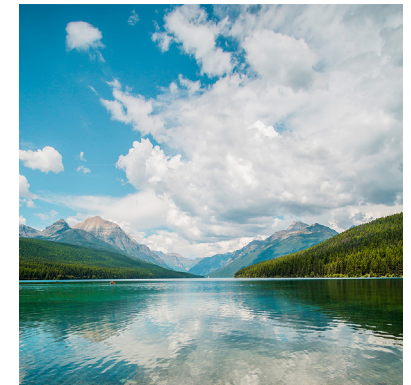
Imagery and photography can convey an idea or an emotion.

Large, arresting imagery is preferable for ads and presentations.

Imagery intended to be generally descriptive of AIM as a company should feature people (our product) as strategic experts or as members of technical teams in a manner that is consistent with our brand personality. This means the people should not appear to be posing for the camera. They should not be in unlikely places. They should be garbed in neither stiff, formal business suits nor casual wear. They should look like real people you might actually meet in a business casual work environment. A mix of demographics is preferred.

For images related to concepts and not featuring people, steer clear of overly cutesy illustrations or cheap looking stock photography. Images should be chosen to grab attention, evoke emotion, or act as a visual aid for understanding a topic or concept.

## Examples of current imagery

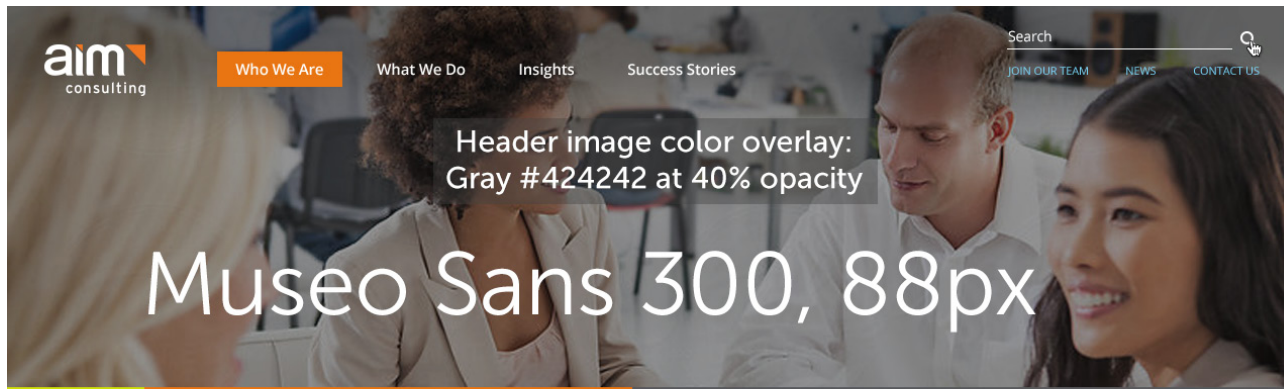




# Web Guide

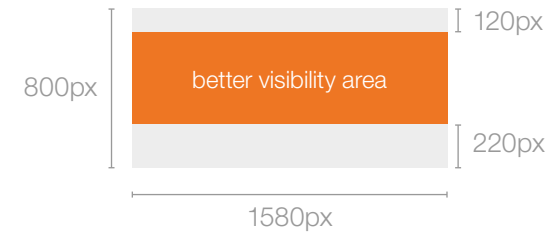
Many similar rules apply for typography for our digital presence as for other media. However there are some subtle differences that should be considered to maintain consistency on the web site.

## Header

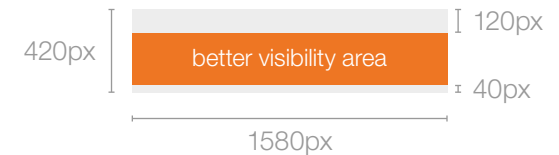


OPEN SANS BOLD, 12PX, E87511

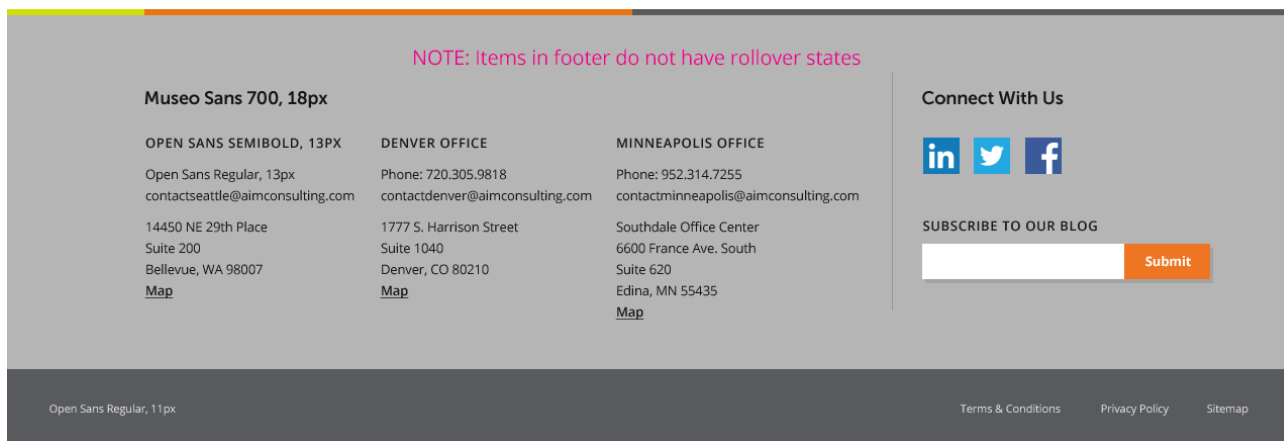
## Homepage header layout



## Internal pages header layout



## Footer



## Other web guidelines

- Text link color is the Medium Blue #069ECF
- Web pages should be created with the mind-set of mobile first, and responsive

# Web Guide continued

## Header 1 style

HI Museo Sans 300, 30px, 595b5d

Open Sans Regular, 16px. Our customers are C-level technology leaders, VPs, directors, managers, and project owners who oversee technology critical to their business. Our expertise spans the full technology spectrum, from IT infrastructure to application development to design.

We are unique. Not only do we provide strategy to our customers but also the high-level professionals to deliver technology solutions from end to end. We are down-to-earth individuals with the expertise of veterans and the personable approach you would expect from a friend. Because we are a lean organization with low overhead, we deliver more value for less.

## Header 2 style

H2 Open Sans Bold, 20px, 004f6d

- Unlike other consulting firms, many of which over-promise and under-deliver, we deliver completely—providing strategy, experts, and management of projects in one solution.
- Unlike staffing companies, our focus is not on the transaction but on the solutions we build with our customers and the long-term relationships we develop with our consultants.
- Unlike creative agencies, we understand technology end to end and are transparent in our approach and our progress, collaborating with our clients every step of the way.

We have grown rapidly since our founding in 2006. Headquartered in Seattle, WA, we currently have offices in three U.S. markets: Denver, Minneapolis, and Seattle. We aren't done growing yet!

## Header 3 style

H3 Open Sans Bold, 18px, 595b5d

We are unique. Not only do we provide strategy to our customers but also the high-level professionals to deliver technology solutions from end to end. We are down-to-earth individuals with the expertise of veterans and the personable approach you would expect from a friend. Because we are a lean organization with low overhead, we deliver more value for less.

## Header 4 style

H4 Open Sans Bold, 16px, 595b5d

We are unique. Not only do we provide strategy to our customers but also the high-level professionals to deliver technology solutions from end to end. We are down-to-earth individuals with the expertise of veterans and the personable approach you would expect from a friend. Because we are a lean organization with low overhead, we deliver more value for less.

## Header 5 style

H5 Museo Sans 700, 21px, e87511

We are unique. Not only do we provide strategy to our customers but also the high-level professionals to deliver technology solutions from end to end. We are down-to-earth individuals with the expertise of veterans and the personable approach you would expect from a friend. Because we are a lean organization with low overhead, we deliver more value for less. This is a [text link](#). It has no rollover.

## Bulleted and numbered lists

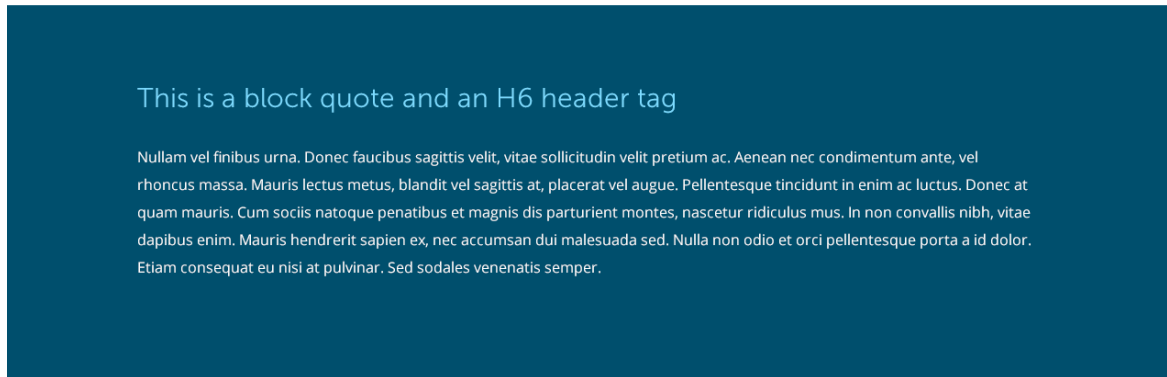
If you want to be part of a high-performance team on business-critical projects, we want to meet you.

- This is a bulleted list
- Business Systems and Strategy
  - Digital Experience and Mobile
  - Product and Project Management
- IT Infrastructure, Cloud and ITSM
- Business Intelligence and Data Solutions

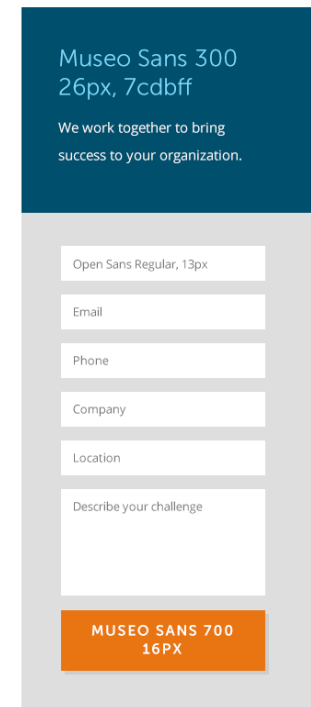
1. This is a numbered list
2. Business Systems and Strategy
  - A. Digital Experience and Mobile
  - B. Product and Project Management
3. IT Infrastructure, Cloud and ITSM
4. Business Intelligence and Data Solutions

# Web Guide continued

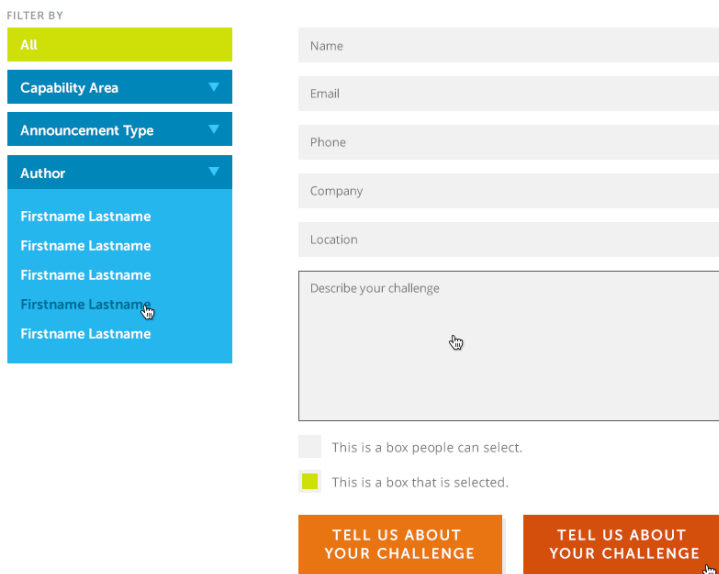
## Block quote with Header 6 style



## Sidebar form



## Filter and Form combo (for main body text area)



**Button styles.** This is the only official button for the AIM Consulting web site:



## Image with caption



This is an image with a caption that could be long.

We are unique. Not only do we provide strategy to our customers but also the high-level professionals to deliver technology solutions from end to end. We are down-to-earth individuals with the expertise of veterans and the personable approach you would expect from a friend. Because we are a lean organization with low overhead, we deliver more value for less.

# Design Samples

From printed collateral to the AIM corporate website to social media backgrounds, there are many examples of how to use the brand guidelines to achieve a professional and consistent look. This section shows a number of recent works that showcase the AIM brand.

Website

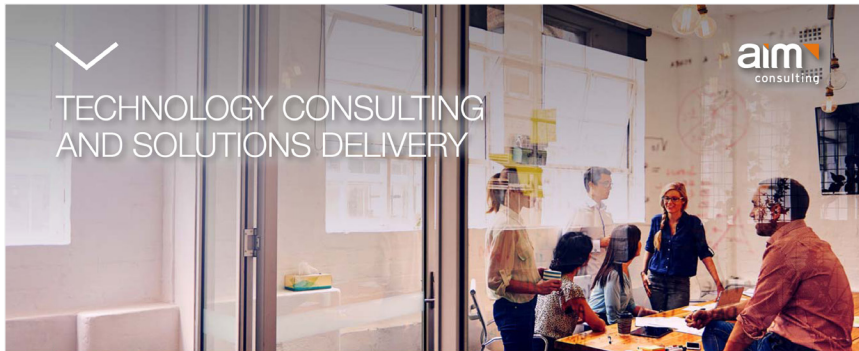


## AIM Consulting Homepage

## How We Work page

# Collateral Sheets

## Solutions Datasheet (8.5"x11" original size)



### TECHNOLOGY CONSULTING AND SOLUTIONS DELIVERY

AIM combines technical expertise with understanding of business goals to solve your toughest challenges. We can help you design for the user experience, build innovative custom software, leverage data for actionable insights, and implement or customize modern processes and tools.

Our engagement model is designed with flexibility in mind for long term partnerships. From strategy to implementation to ongoing maintenance, we provide local resources in custom configurations that fit your priorities and scale over the lifecycle of your technology.

### Why Do Business With Us

- Unlike other consulting firms...**  
 We take a pragmatic approach—providing strategy, experienced experts, and management of people and projects at better value.
- Unlike creative agencies...**  
 We understand technology and are transparent in our work and progress, collaborating with you every step of the way.
- Unlike staffing companies...**  
 Our focus is not on a transaction but on results and the strategic relationship we build with you for the long term.

### Capability Areas

- Application Development
- Delivery Leadership
- Data & Analytics
- Digital Experience & Mobile
- Infrastructure, Cloud & ESM

**Looking for even better value?**  
 Ask us about options for distributed development with our nearshore partners.

Contact us for a free consultation with an AIM expert.

LET'S GET STARTED

FLIP FOR PROJECT HIGHLIGHTS >

### Project Highlights

CLIENT INDUSTRY	PROJECT	AIM CAPABILITY	DESCRIPTION
Finance and Insurance	Customer Manage-My-Account Application	Delivery Leadership + Application Development	A major insurance company's Manage My Account application was outdated and receiving over 800K calls per year in customer support. AIM developed a modernized responsive web application with LUX design and improved performance, resulting in generous accolades from happy customers.
Travel and Transportation	Online Check-In Application	Application Development	AIM upgraded Holland America Line's check-in experience with modern, scalable AngularJS application, which resulted in a reduction of check-in support calls by over 70%.
Software and Technology	Workplace Analytics & Big Data Insights	Data & Analytics	AIM leveraged Azure Big Data technology services and Power BI to generate analytics and insights for optimized workplace layouts, improved collaboration and increased employee productivity and engagement.
Retail and Consumer Goods	Growth Hacking Data Science	Data & Analytics	AIM designed and operated a data science & analytics framework to measure success of a "fast-fail or scale" approach to new business initiatives. Initial efforts generated a \$6M spike in incremental revenue.
Retail and Consumer Goods	Website Design and Development	Digital Experience & Mobile	A recreational equipment and services company partnered with AIM to modernize the architecture, design and development of a dedicated microsite promoting vacation packages for adventurous travelers.
Retail and Consumer Goods	Employee Engagement & Training App	Digital Experience & Mobile	AIM provided an American-based global retailer with a mobile app to engage far flung, front-line employees via community features, scheduling, training, benefits, and corporate communications.
Finance and Insurance	Box Implementation for Enterprise Content Management	Infrastructure, Cloud & ESM + Delivery Leadership	A financial services company partnered with AIM to manage the rapid deployment of Box, a SaaS-based file sharing and content management service, and migrate the content and access of 8,000 users from its legacy system to the new system.
Telecommunications	ServiceNow CMDB	Infrastructure, Cloud & ESM	A major US wireless network operator wanted to improve awareness of the infrastructure used to manage its business services and partnered with AIM to consolidate numerous IT asset management platforms and data silos into one ServiceNow CMDB solution.

### Awards



### Partnerships



AIM Consulting is a rapidly growing, nationally-recognized leader in technology consulting services. We provide companies with strategic guidance on business-critical initiatives and deliver end-to-end solutions.

- Founded in 2006
- Privately owned and operated
- Over 800 consultants deployed annually across the U.S.
- Consistent, organic and profitable growth year over year
- Technology agnostic

### SELECT CLIENTS

- |            |                      |                          |
|------------|----------------------|--------------------------|
| Alaska Air | Getty Images         | Russell Investments      |
| Best Buy   | Holland America Line | Sinclair Broadcast Group |
| Concur     | Liberty Mutual       | Starbucks                |
| Costco     | NoviStröm            | Target                   |
| Disney     | Premiera Blue Cross  | T-Mobile                 |
| Expedia    | REI                  | Western Union            |

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SEATTLE | DENVER | MINNEAPOLIS





# PowerPoint Presentations



## Differentiation

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### Why Do Business With Us

- ✔ Proven experience delivering solutions
- ✔ High quality consultants from a rich network
- ✔ Relationship-focused for long-term strategies
- ✔ Full service, single source provider
- ✔ Flexibility to shift resource allocation
- ✔ Better value than other consulting companies

**Unlike consulting firms**  
which over-promise and under-deliver, we deliver completely—providing strategy, experts, and management of projects at better value.

**Unlike creative agencies**  
we understand technology comprehensively and are transparent in our approach and progress, collaborating with you every step of the way.

**Unlike staffing companies**  
our focus is not on the transaction but on results and the strategic relationship we build with you for the long term.

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### Technology Solutions and Services

An introduction to our capabilities and approach



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### Solutions Delivery Approach

AIM leverages a vendor agnostic approach to technology solution delivery that focuses on laying a solid foundation before ramping up resources and rapidly delivering business value. This allows us to tailor teams, skillsets and releases to meet our client's business objectives. We accomplish clarity through both conceptual and technical prototyping to ensure a shared vision and to reduce risk.

**PHASE 1**  
**Strategy**

Assess  
Gather Requirements  
Build Visions  
Business Justification  
Vendor Analysis and Selection

**PHASE 2**  
**Solution Architecture**

Project Backlog / UX  
Application / Platform Analysis  
Target Solution Architecture Strategy  
Solution Delivery Strategy

**PHASE 3**  
**Solution Delivery**

Focus on rapid release of value to the business through our development, delivery leadership and change management capabilities.

TEAM BUILD OUT / ONBOARDING

Partnership Development  
Outsourcing, Communication, Status, Metrics

Conceptual Prototype

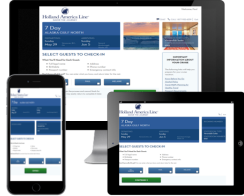
CD/CD Implementation and/or Technical Prototyping

Iterations  
For Rapid Release

Sustainability Plan / Services

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### Holland America Line Online Check-in Application



Holland America Line (HAL), a Seattle based cruise-line needed to re-platform their online check-in process on their existing website. An overly long check-in process was leading to reduced customer satisfaction and costly customer support calls. In addition, the existing code base was difficult to support. AIM was engaged to provide a Solutions project team to spearhead these efforts.

AIM provided the following:

- A technology infrastructure analysis to determine the best solution design.
- Interactive prototyping with stakeholders and a new UX design
- Agile, Iterative development
- A new responsive and scalable check-in application built on AngularJS and RESTful services

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“ The Online Check-in Application project elevated my thinking around AIM Consulting as a vendor and partner and the maturity they bring to managed services and project delivery. This is a huge milestone for our web properties and guest experience. The partnership has been really fantastic. ”

—Theron Hobbs, Director, Enterprise Applications, Holland America Line