



Advanced Intellectual Methods Inc.

DIGITAL EDUCATION AND TRAINING  
CUSTOMER INSIGHT  
INNOVATION



STRATEGIC MARKETING COUNSEL  
BUSINESS INTELLIGENCE/ANALYTICS  
DIGITAL STRATEGY



## Functional Practices

- Strategic Marketing Counsel
- Digital Strategy
- Innovation
- Customer Insight
- Business Intelligence/Analytics
- Digital Education and Training

## Strategic Marketing Counsel

*"We're not just a Company we're a team of Specialists with experience"*

We discover the practical insights that power growth through strategic competitive advantage. Our people help clients win the consumer decision journey, from creating a strong brand identity to strategizing business growth through multichannel marketing, we work with our clients as their extended marketing team.

Some of Strategic Marketing Consulting Services Include:

- Integrated Marketing Plans
- PR Strategy and implementation
- Advertising & Promotional Plans
- Campaign development/implementation
- Business development strategy Development

## Digital Strategy

Digital technology is disrupting organizations, wreaking havoc on well-established business models and upending entire industries. AIM's Strategy & Innovation practice helps businesses and adapt to these trends — accelerating growth and transforming their brands and businesses for success in the digital world.

Across industries and functions, the common denominator these days is change. Innovative leaders are asking how digital technology can be harnessed to drive transformative growth, and how the challenges posed by rapid change can be turned into a source of competitive advantage. At AIM, we're privileged to work with a talented group of clients — from a wide range of functions — who look to us to help solve exactly these kinds of multifaceted challenges.

There's no such thing as a "typical" assignment for our Digital Strategy practice, but we are frequently engaged to support long-term planning and digital roadmap development; financial modelling and business case definition for digital initiatives; digitally-driven product/service innovation; "Omni channel" experience strategy; new market entry and brand launches; and organization, governance, and process design for digital excellence.

We leverage the full breadth of AIM's digital capabilities through its subsidiary Digital Kitchen — from brand planning and communications, to technology systems integration — to develop unique strategic insight and actionable recommendations. Our ultimate objective is to help clients unlock new drivers of growth and competitive advantage. Because we are grounded and empowered by AIM's deep, detailed knowledge of marketing and technology execution, we take pride in facilitating a seamless transition from strategy development to implementation.

## Innovation

Innovation often gets short-changed in turbulent times. Traditional, left-brain-dominant business leaders typically can't tell the difference between good and bad innovations. Nor do they appreciate the skills needed to build and sustain a culture of creativity and constant reinvention. So they concentrate on cutting costs over R&D.

We work with clients to combine creative strategy and analytic approaches to transform innovation people, products, processes and technology across the full customer experience.

## Application Management

We help clients with strategy, organization, sourcing, metrics, performance management, and lean processes.

## Enterprise Architecture

We work with clients to develop IT architecture that improves their business performance, in terms of revenue, time-to-market, and flexibility, and also reduces IT spend.

## Technology Infrastructure at Scale

We assist leading institutions in optimizing their application hosting, network, and end-user environments to operate at scale.

## IT Strategy & Organization

We help clients develop IT strategies that are tightly aligned to business goals and corporate priorities, and to design organization and governance approaches to deliver the highest value.

## Lean IT

IT is the next frontier for the application of Lean in business. This powerful methodology has significant impact without being capital intensive.

## Sourcing

We have unparalleled experience in advising organizations on how, where, and with whom to partner for a wide range of global outsourcing and offshoring opportunities.

## Tech-Enabled Marketing & Sales

We help clients design, select or build, and implement marketing and sales IT systems to capture the maximum business value in the shortest timeframe. We use technology to manage customer lifecycles, track sales and channel performance, and improve marketing return on investment.

## Tech-Enabled Operations

We help clients achieve dramatic improvements in productivity and efficiency by using IT to transform operations from the back office to the front line.

## Value Assurance

We help clients deliver critical IT projects on time and within budget. Our proven methodology also ensures that organizations capture the maximum business benefits and value.

## Customer Insight

*"An ear to the ground with an eye toward the future"*

To successfully navigate the ever-changing world of consumer perceptions, it helps to understand the landscape. If you don't know where you stand, it's difficult to get to where you want to be. At AIM, we know the lay of the land. Our unique blend of research straddles both digital and traditional, to help give brands a clearer line of sight toward their goals. Whether we're tapping into the world's largest focus group via social listening, or conducting ethnographies to better understand consumer behaviour, we're here to answer questions and uncover new opportunities within the flux.

## Business Intelligence/ Analytics

*"Numbers never lie, and we like it that way."*

While some people cringe at the thought of analyzing data, we love it. Seriously... Our team of measurement and analytics experts are always looking for new ways to turn data into opportunity – and, by opportunity, we mean ROI. We go way beyond traditional web analytics, providing detailed insight across all of your paid, earned and owned media to tell you what's working, what's not and how to improve.

### Attribution Analysis

How would you like to know the impact that each of your marketing activities is having on the bottom line? With AIM's attribution analysis, you can. We measure the consumer journey end to end, capturing all of the media they're exposed to and examining how each channel affects your goals. We can show you where you're over or under investing, and help put your money to work, where it works best.

### Media Mix Modelling

While attribution analyzes past performance, Media Mix Modelling helps you budget for future return. By looking at each media channel, and even offline marketing calendars and media plans, we can tell you the best places to put your money across all of your online media. The result is a highly optimized media mix that delivers more revenue and greater ROI.

### Business Intelligence

If you know what you're doing, big data can spell big opportunity. And at AIM, our data scientists live to sift through the online and offline data at your brands' fingertips, ensuring new opportunities and more profitable advertising to outperform the competition.

Our Analytics offerings include:

- Attribution
- Media mix modelling
- Business intelligence
- Forecasting

### Consulting / Direction Setting

Our Business Intelligence and Data Warehousing (BI & DW) Consulting offerings help enterprises align BI technology initiatives and convert the strategic business objectives and goals into BI strategy and take these ideas to action.

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