



## Mathsoft Engineering & Education

Mathsoft Engineering & Education, Inc. pioneered calculation management solutions that protect engineering innovation, investments and intellectual capital while improving organizational efficiency and productivity. Mathsoft software is the internationally recognized standard for technical calculations and applying mathematics. Ninety percent of Fortune 1000 companies, 500 government agencies and 2,000 colleges and universities around the world use Mathsoft to capture the strategic value in their engineering calculations.

### The Challenge:

The introduction of a revolutionary new product, Calculation Management Suite™ (the first solution that allows engineers to simultaneously design and document their work and centrally manage it for reuse, auditing, oversight, publishing and collaboration throughout the entire development process), mandated changes to all of the company's marketing and communications materials to better represent the company as an industry and enterprise-wide solution provider while maintaining the importance and integrity of their flagship product, Mathcad.

### Reaching a Solution:

After a full evaluation of Mathsoft's product and service materials, Barrett concluded that Mathsoft could gain additional market share by restructuring their materials around their customers' needs and expectations at every key step in the buying process. Barrett designed a system of materials for both print and Web that tells the high-level story of Calculation Management and the nuts-to-bolts stories supporting their products, services and training efforts—thus ensuring a consistent and compelling Mathsoft brand story through every stage of the sales cycle.

### Reactions:

"In preparation for our Calculation Management Suite™ product launch, we knew Mathsoft would need to rely on the experience and talents of a top-notch integrated media design firm. Though a relationship with Barrett already existed, their work with us during this transitional period further defined their role as a most valuable and significant extension of our marketing team. Simply put, their value far exceeds their costs."

—Bernard J. Buelow, Director of Corporate Communications, Mathsoft Engineering & Education, Inc.

### Deliverables:

- corporate and product brochures
- corporate and product Web sites
- software packaging systems
- datasheet system
- Web and application iconography
- direct mail
- Web site information architecture
- custom-designed business graphics
- trade show booth graphics