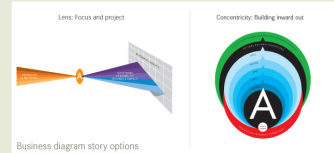
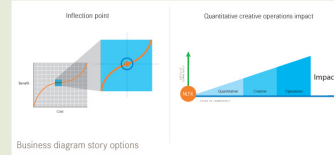


Final diagram



## Analytics Operations Engineering

Turning strategy into action... through analysis, education, and performance management development, Analytics Operations Engineering executes operations strategies. Their techniques impact the bottom line and result in easily implemented policies that remain in effect long after their projects are complete.

### The Challenge:

Analytics Operations Engineering (AOE) came to Barrett Communications after numerous attempts by other marketing communications firms in the metro-Boston region failed to visually and verbally articulate their complex business process in an accurate and impressionable manner. Many of the previous attempts were deficient by their oversimplification of the process. The struggle to accurately represent and reflect the company's complicated mathematically-driven process while maintaining enough clarity and distinction to allow for efficient interpretability and memory recall proved to be very difficult.

### Reaching a Solution:

Barrett Communications was contracted by AOE to review the verbal and visual elements of their existing process materials and to create an improved and more encompassing diagram. After conducting research to uncover key differentiators in the operations engineering competitor landscape, Barrett Communications devised multiple messaging strategies and presented them to the AOE team for review and feedback. Multiple rounds of revisions yielded a positioning and messaging strategy that greatly influenced and empowered the graphic recommendations presented by Barrett Communications. Following a presentation of five distinct graphic process mock-ups and a few rounds of review and revision, AOE received a positioning strategy and process diagram that represented the key distinctions between their services and their competitors accurately without confusing prospective clients or oversimplifying their process.

### Deliverables:

- Process Assessment & Review
- Process Language & Messaging Strategy
- New Process Diagram