

Aspect Digital Services for the Enterprise

Aspect believes that creating engaging web sites, compelling digital marketing or effective e-learning starts with a deep and comprehensive understanding of the unique, individual user and required user experience. By focusing on user experience, Aspect develops solutions that completely immerse the user, and engage them in a dialogue, a message, an interface, an application or a training exercise that allows them to most effectively consume and interact with your marketing information. Aspect then takes that user experience focus and compares it against the needs of the business to find the intersection where rich experiences drive business results.

Aspect seamlessly blends creativity, strategic thinking and technical expertise to help clients like you build compelling solutions. By blending traditional creative skills like design, marketing, user experience, user interface design, copy writing, audio/video, animation and instructional strategy with a deep, comprehensive understanding of all the latest associated technologies, Aspect designs and develops digital solutions that are more effective and more impactful for your business.

Why Aspect?

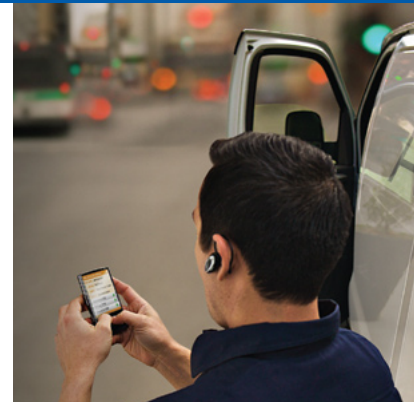
- Participants in Microsoft's Rapid Deployment Programs for a variety of solutions, including Microsoft SharePoint 2010
- Deeply involved in the Silverlight Partner Program
- A Microsoft Surface Strategic Partner
- A Microsoft Next Generation Web Partner
- Metro Program for Design Agencies
- PhizzPop 2008 Participant

Aspect Digital Services Offerings

Microsoft SharePoint-Based Web Sites and Extranets

Web sites and extranets are the core of an organization's web presence and strategy, and the foundational platform from which they communicate and interact with customers and business partners. Aspect leverages Microsoft SharePoint to create solutions with powerful web content management capabilities in an integrated platform that can be used to rapidly build complex, rich, dynamic web sites and extranets. This provides an immersive user experiences with fresh, accurate and engaging content, while addressing organizational web site needs, including:

- Facilitating business agility and allowing for quicker adaptation to changes
- Providing social computing functionality
- Supporting multi-brand/multi-lingual sites
- Offering unified management of content management functions



Benefits

- Compelling digital solutions that blend creativity, strategic thinking and technical expertise
- Web design services including design, marketing, user experience, copy writing, audio, video, animation and instructional design
- Thought leader in developing SharePoint based web sites and extranets
- Wide range of digital marketing services to boost web presence and marketing effectiveness
- Use eLearning strategy, courseware design and development to drive business results

- Enabling self-service features to reduce the turn-around time and cost of serving customers
- Reducing dependence on IT for managing web content
- Decreasing the costs of maintaining the platform

Digital Marketing Strategy and Content

There are many digital marketing channels and strategies that can be implemented to complement and boost site traffic, improve web presence and increase an organization's overall marketing effectiveness. Aspect's team of digital consultants has experience working with clients to design and develop digital solutions to meet business needs in the following areas:

- Mobile Applications
- Social Marketing and Computing
- Touch Applications for Microsoft® Windows® 7 and Microsoft® Surface
- Search Engine Optimization (SEO) and Search Engine Marketing (SEM)
- Email Marketing
- Micro Sites and Landing Pages

E-Learning Strategy, Courseware Design and Development

Organizations use learning technologies to help improve performance and drive business results. Technology and the ever increasing pace of business are changing the way organizations deliver, manage and measure training initiatives. Learning is not just an event, but a continuous process that engages learners, delivers relevant content through the right channels, reinforces behaviors and drives or improves business outcomes. Aspect helps clients plan, design, produce and deliver training to meet a wide variety of training needs, such as:

- Sales Training and Sales Simulations
- Compliance Training
- Facilitation
- Assessments
- Process Training
- Coaching and Training Reinforcement
- Surveys
- Certification

All of these e-learning services can be provided through channels like:

- Web-based
- Instructor-led
- Mobile
- Kiosk
- Virtual
- CD/DVD
- Embedded



Digital Clients

- Boy Scouts of America, Greater St. Louis Area Council
- Anheuser-Busch
- Winchester Ammunition
- Washington University in St. Louis
- Walgreens Take Care Clinic
- Microsoft®
- City of St. Charles, Missouri

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About Aspect

Aspect is a global software and IT services firm specializing in applying Microsoft unified communications and collaboration to help customers achieve optimal results through enhanced business processes across the enterprise and in the contact center. Aspect provides IT consulting, integration services and business applications. For more information, visit www.aspect.com.

