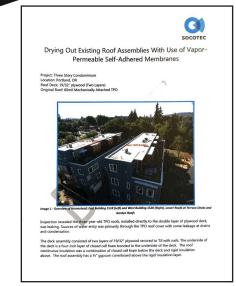


## Project Results

Translating the Complex to the Simplified



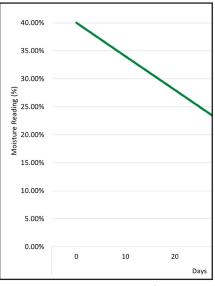
Original case study from the client with highly technical language.



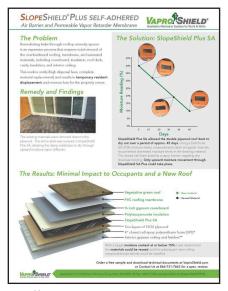
Product renderings and enhanced content used for new and improved case study.

## **Description and Background**

For this project, our team transformed a complex 15-page case study into an easy-to-read 2-page pictorial overview. This document, designed specifically to be used in sales calls, demonstrates the effectiveness of the product with images, graphs, and scientific data.



Initial basic graph developed from the data buried in the case study.



An effective and readable sales enablement tool for endless marketing applications.

## Services

- Product Management
- Technical Writing, Details and Renderings
- Sales Support and Enablement
- · Cross Functional Team Leadership and Facilitation
- Design and Creative Services
- Go-to-Market Strategy
- Strategic Planning



₽ Project Results **Our Process** 

