



Clearing the Hurdles



to Reach New Heights

Designing Intelligent Business Solutions that Propel Your Way to Success

Why Springboard

The business world is changing, and companies of all sizes need to keep pace in order to stay competitive. But forward progress can be more challenging than it sounds, especially in the face of a tough economy, constrained resources and extreme market clutter.

Springboard can help identify the barriers to your forward progress and create intelligent business solutions designed to overcome nearly any type of organizational obstacle. From finding quick, cost-effective ways to develop an effective company website or launch a lead generation campaign to custom applications, streamlining business processes and much more. Springboard quickly learns the ins- and –outs of your business, discovers the obstacles, then designs, executes and manages a solution to help you confidently clear the hurdles to reaching your business goals.

Experience Counts

With more than 20 years of experience implementing solution-based programs, Springboard helps clients in a variety of industries and company sizes – from small business to Fortune 500 organizations – achieve their unique goals. Our solution architects bring every client a distinctive blend of technology expertise and business savvy know-how.

What That Means to Our Clients

That means clients get all the benefits of leveraging expert strategy, proven technology choices and precision execution to skillfully overcome common business challenges – yet without all the risk. That also means our clients don't have to become the experts themselves – so they can spend more time focused on their core business.

Small to Mid-Sized Companies Can Finally Move the Needle

Jump-start your marketing activities with strategic, go-to-market planning, brand development, website design, lead generation and effective communications. Then when you're ready to hire full-time staff, Springboard helps facilitate a smooth and seamless transition so there is no impact to your marketing efforts or drain on your internal team.

Large Businesses Can Confidently Build Efficiency and Productivity

Springboard offers large businesses hard-to-find functional and industry expertise to augment the internal team's capabilities, or to serve as pop-up resources for special projects. From software analysis and video strategy implementation to business audits and process re-engineering, Springboard can help even large companies become more efficient and productive than ever before.

"Springboard Solutions has been a key player in the launch of the Beaker platform. From developing our site requirements documentation to managing the web development process, they were instrumental in taking Beaker from concept to reality through the launch of our beta platform. With Springboard as our partner, we were able to design and introduce an online solution that is fundamentally unique to our industry."

– J. Clark

"We had the pleasure of working with Tracey on a corporate recruitment video and were immediately impressed by her tenacity and broad range of skills. She did everything it took to get the job done right – up to and including an improvised trip to our offices to help fill in the blanks with some professional-quality photography."

– P. De Spain



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SPRINGBOARD BUSINESS SOLUTIONS

Branding and Corporate Communications

- Strategic, go-to-market planning
- Brand strategy & Corporate Identity
- Logo and standards development
- Corporate launches
- Product launches
- Graphic design & development
- Customer satisfaction / market surveys
- Target market research
- Market analysis / industry audits

Lead Generation

- Email campaign design & setup
- Social media strategy & setup
- Internal & customer newsletters

Web / Interactive Strategy & Development

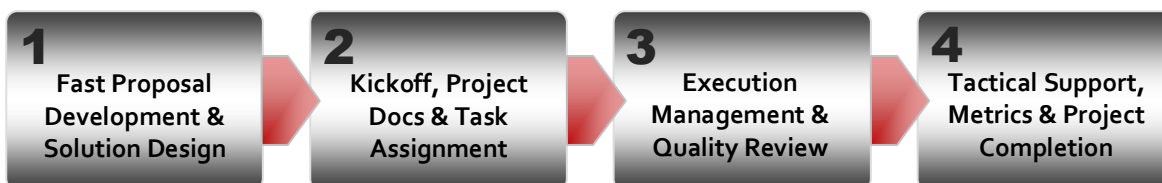
- Website strategy, design & development
- Hosting, maintenance and support
- Copywriting and content development

Sales Support

- Collateral / print materials
- Presentation support
- Digital, Interactive catalogues and brochures

The Springboard Propel Method

If perfection is the enemy, then so is analysis paralysis. Our team takes a quick-start, low risk approach with the Springboard Propel Method. We review the business needs and design a fast, effective solution, and then get to work on the tactical execution and measurement to ensure real results and timely success.



Contact Us Today

What barriers to growth are you facing? Contact Springboard today for a free consultation to review your business challenges and find out how we can help design and execute a solution that helps you clear the obstacles to your success.

By Phone > +1.480.773.0495

By Email > info@springbrd.com

Online > www.springbrd.com

- Solutions for small, mid-size and large businesses
- Get more done while still focusing on your core business
- Flexible project terms
- Expert solution design
- Precision execution and project management
- No work is ever off-shored

Business Process Management & Re-Engineering

- Business process audits and re-engineering
- Implementation methodology design

IT / Support

- Software analysis & review
- Application development
- Procedural documentation

Project & Vendor Management

- Integration of activities across multiple internal contacts/departments and external vendors
- Project management & coordination

Audio & Video Strategy & Production

- Broadcast, Event, Product, Training & Corporate Videos
- Web 2.0 Presence – Podcast, Vcast, Webmercials
- Video Production Training for Companies & Organizations