



## Enabling Cutting-Edge Communications

### Marketing Transformation Services

Bridges Horizon accompanies organizations through the transformation journey towards true customer-centric marketing and communications. We specialize in integrating strategy, process design, marketing automation and Web technologies, with a clear focus on change management and program delivery.

We combine marketing and communications experience in large, complex, multi-media environments, with cutting-edge technology expertise. Our holistic approach examines all aspects of your marketing and communications – customer, channel and operations – with the goal of providing an integrated, solution tailored to achieving the true sustainable transformation.

Our Transformation Consulting Services are focused on enabling true customer engagement, innovative delivery of personalized communications and marketing operational excellence.

### Innovative Delivery Practice

We help customers use the latest collaborative and creative communication techniques to really engage their customers. We understand that technology can be a double-edged sword. The opportunity brings with it considerable challenges.

Bridges Horizon's unique ability to combine an understanding of marketing and communications imperatives, optimized organizational processes, with a solid foundation in IT standards and best practices, allow you to take full advantage of this new opportunity.

Our acute understanding of the latest communication techniques – content-managed Web sites, multi-channel purposing of content, customer intelligence, and dynamic message personalization, to name a few – aid clients in using technology as both the driving force and the enabler of today's 'anytime, anywhere' culture.

### Our Methodology

We combine a strong understanding of business requirements, customer-centric design and modern technologies to support the delivery of cutting-edge marketing and communication strategies. Key approaches that we apply in order to successfully integrate diverse interactive components include:

- Cross channel communication strategy
- Publication process redesign
- Customer experience design
- Knowledge and content management
- Automated assembly and personalization
- Multi-media content delivery

"Bridges Horizon's helped us ensure that the new technology would fit within our organization and be successfully adopted by the users."

Richard Peake  
General Manager,  
Customer Relationship  
Management,  
Aeroplan

### Knowledge Areas

- Cross channel branding and communication strategy development
- Process, implementation, change management and training in:
  - Customer experience design
  - Enterprise content management
  - Automated assembly and personalization

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Our program management team plans and leads complex initiatives that cross functional and organizational boundaries. We draw on experience to integrate business deliverables within a technology infrastructure, and ensure rapid program delivery and deployment.

### **Working with Canada's Leading Organizations**

Our extensive experience managing large marketing technology implementation programs allows us to plan, build and sustain technology that supports the increasing requirement for customer-centric systems, while managing information technology risks.

Combining our knowledge of Web Portal and Content Management technology with user experience design techniques, we have delivered major Web site initiatives at Aeroplan and Bombardier, which fulfilled the promise of a true customer-centric Web channel.

We use a best practice approach. The Bridges Horizon Blueprint for the integration and deployment of Enterprise Content Management and Web site portal technology includes process design, change management and training.

Our knowledge of automated assembly and personalization technologies provide you with the power tools to create, manage and deploy communications that can automatically adapt to new information, interactions and data.

Our deep background in branding, communications and campaign management ensures that the delivery a consistent, meaningful message to your customers across mediums stays in the forefront of everything we do.

### **Relevant Projects**

- Aeroplan Channel Optimization
- Aeroplan Web redesign and CMS
- Bombardier Web redesign and CMS
- Alcan portal design
- Aeroplan Arrival and Rewards multi-channel magazines

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