

# Experience matters

\ WEB APPS

\ UX / UI

\ EVENTS

\ TRAINING

## THE CHALLENGE



Designing, developing, and managing custom-tailored solutions, optimized for your unique set of requirements.

## OUR SERVICES



### Sales Force Web Applications

Keeping up with the latest application technologies and software products can be a daunting task for any IT organization. We not only bring a wide array of applications development experience, we also bring the expertise of how to avoid pitfalls, manage complicated projects, and balance big-picture objectives with ground-level execution. The result: faster, more reliable delivery, and lower cost.



### UX/UI Design Research

Data-driven design is a cornerstone of every web application or software solution we develop. In the field you need to know what's really working and what's not working. Alden Design Research can help with that discovery, focusing your IT spend and reducing low-value investments.



### Executive Meetings and Events

When it comes to your most important executive meetings and events, we pride ourselves on our meticulous attention to detail through every step of the production process. From concept to completion, Alden Event Productions delivers custom-tailored executive meetings and events with measurable impact. If it's worth doing, it's worth doing right.



### Sales Training and Transformation

The greatest challenges facing field sales forces today is not the training itself, but the learning methods and knowledge sustainability issues for each concept, course, and curriculum. This is where Alden Image excels with subject-matter experts who can partner with your training departments to create sustainable training programs that transform your events into lasting training and leadership development journeys.



## OUR EXPERTISE

Designed, developed, and rolled-out integrated selling systems and leadership development programming for national field sales forces and their management teams.

Over two decades of experience producing executive meetings, forums, and C-level management events for some of today's most trusted brands and leading organizations.

Designed and developed enterprise-grade custom CRM and sales force automation tools using the latest technology stacks and data-driven designs.

We've helped create solutions that process over \$20 billion in distributor e-commerce transactions each year.

Over a decade of experience working for some of the nation's largest brands and their distributors in highly regulated markets.

## OUR EXPERIENCE

### Major Industry Vertical Experience

- Pharmaceutical industry
- Insurance industry
- CPG / FMCG / Retail distributor industry
- Financial services industry
- Professional services

### Satisfied Clients



## YOUR SUCCESS

We are laser-focused on your success. We back up that commitment with a comprehensive approach to every project that addresses and overcomes common hurdles through:



### Reduced Risk

A powerful combination of our experience and agile approach uncovers problem areas or points of interest much earlier in the project cycle, reducing surprises and negative impacts.



### Business Intelligence

Beyond traditional marketing analytics, our subject-matter experts partner with your business leads to help tie project outcomes from yesterday to drive better business decisions today.



### Closed-Loop Analysis

Coming full circle, we're not just interested in your short-term success on a project-by-project basis. Being focused on your success means we take a vested interest in feeding positive outcomes from current projects to help drive your next initiative.



## ABOUT



Alden was founded on the principle of delivering high-impact executive and sales force solutions at maximum value. This simple mission has helped drive our industry-vertical leadership in four key competencies:

- \ Sales Force Web Applications
- \ UX/UI Design Research
- \ Executive Meetings and Events
- \ Sales Training and Transformation

We deliver engagements coast to coast as well as international business units for our multi-national clients.

We serve projects large and small because at Alden, it's not the size of the project, it's the value of the impact.

From brilliant user experiences and relentlessly optimized systems designs, to masterful project management and engaging executive meetings and events, Alden Image is your thinking partner, laser-focused on your success.

## Experience matters

Alden Image  
4 Research Drive, Suite 402  
Shelton, CT 06484

info@aldenimage.com  
(800) 669-0368



WEB APPS



UX / UI



EVENTS



TRAINING