

## The missing link

*At systemic, we work at the intersection of design and data, integrating both worlds to streamline information gathering and design processes into a media production workflow.*

We create refined design solutions and convey our customers towards a media independent, more manageable and cost-effective creative workflow.

## Manage change

*Changing user habits and media use call for an integrated approach to the publishing process that serves all media types.*

We deploy design and data services that are tied to your business strategy and radically change the obsolete project-centered media production workflow.

## Structure

*The publishing process needs a profound data structure to enable good, media independent design.*

We look at legacy procedures and systems that are in use in your company and implement practical and realistic measures to streamline the design process individually.

## Think design

*Its easy to loose focus in the multi-channel-mix we have, design thinking helps defining actual business and marketing goals.*

We think media independently and try to solve specific problems of your end-users by identifying their needs and motivations.

## Think data

*Strategic and design descisions have to be balanced with technical and structural consideration.*

We have a multidisciplined approach to all strategic, design and technological descisions. This helps to avoid pitfalls and dead ends when all the pieces come together in a projects production phase.

## Produce

*Big productions often become very communication-centric to keep project members and resources up-to-date.*

We have developed a workflow using technological and strategic tools that makes the creative and production process more manageable and cost-effective.

## Think again

*With experience and information gathered in a project, usually new applications and market ideas develop.*

Our unique combination of design and data expertise helps developing new concepts that are tailored to your company and available systems and resources.

## Learn

*Complex media workflows require a lot of experience to make usable solutions, that are accepted by internal and external stakeholders alike.*

We have 15 years of experience in print and online media productions, so we know the creative process and its limitations.

## Creative Consulting

*We specialize* in strategy, creative process and software consulting.

*We work closely* with our clients on location.

*We are neutral* about the choice of services.

## Design Solutions

*Catalog Design and Production*  
*Corporate Identity*  
*Crossmedia Solutions*

*Small is beautiful:* With a team of designer of all disciplines we can provide full service without the overhead of a design agency.

## Data Solutions

*Software Development*  
*Web Development*  
*System Integration*  
*Training Sessions*

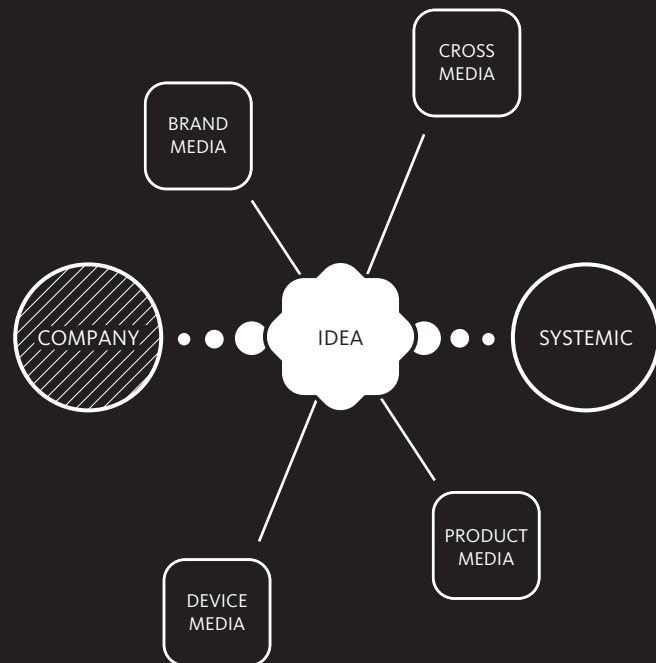
*We develop* with the user in mind.

*We talk clearly* but savvy.

*We stay up-to-date.*

## References

*Aktion Mensch*  
*ASSA ABLOY AB*  
*BP Deutschland GmbH*  
*Deutsche Post AG*  
*KESO AG*  
*Preclinics GmbH*  
*Procter@Gamble*



**SYSTEMIC**