# Company Knowledge: BaseOne

**Core Documents Referenced:**

* **BaseOne Website Content**
* **BaseOne Sitemap & SEO Strategy**
* **BaseOne Brand Guidelines (V4)**
* **Primer Product Overview**

**Knowledge Areas Extracted:**

**✅ About BaseOne**

* Tagline: *"Work Smarter. React Faster. Think Bigger."*
* Mission: Help businesses accelerate with data & AI through elegant, UX-led solutions.
* Differentiator: Pre-built platforms (Primer), expert-led delivery, stunning UI/UX.

**✅ Services**

* **Data & Analytics:**
  + Strategy, platform architecture, analytics dashboards, and automation
  + Strong emphasis on design-driven insights and integration across enterprise systems
* **AI & Automation:**
  + Agentic AI for business workflows
  + Conversational AI and digital influencers
  + Self-optimising analytics and business logic
* **Primer Accelerator:**
  + Pre-built PMO data platform
  + Rapid deployment with scalable, customisable project controls and analytics

**✅ Client Sectors & Use Cases**

* PMO, Project Controls, Risk Management, Data Transformation
* Energy, Infrastructure, Enterprise Services
* Use Cases: executive dashboards, data integration for real-time reporting, AI-enabled automation of reporting cycles, agentic assistant engagement (like Aria)

**✅ Primer Product Info**

* Rapid Deployment → Save thousands of hours
* Proven ROI → Cost-cutting, insight delivery
* Scalable & Customisable → Tailor to business use
* Seamless Integration → Augment existing tools (Primavera P6, Power BI, SQL)

**✅ Commercial Models**

* Pricing Modes: Retainer-based, Time & Materials (T&M), and Fixed-Scope Project-Based delivery
* Upsell: Primer + Accelerator Packages with onboarding and customisation

**✅ Visual & Brand Language**

Pulled from **BaseOne Brand Guidelines (V4)**:

* Visual tone: Clean, tech-forward, aspirational
* Typography: Arboria (primary), Poppins (fallback), Arial (internal)
* Colour palette: BaseOne Black, Blue, Sky, Lime, Teal, Pink/Red
* Layout rules: Modular blocks, minimal grids, human-centric photography

**🧠 Strategic Context (Post-Level Enrichment)**

Aria also has access to:

* **PMBOK** → Helps her align content to recognised project phases, communications plans, stakeholder strategies.
* **DAMA DMBOK** → Informs posts on enterprise data governance, metadata, quality, and data architecture.
* **Universal Principles of Design** → Reinforces content around dashboard UX, human interaction, and behavioural cues in data design.

This blend allows Aria to not only *sound* credible—but *be* credible when engaging with senior stakeholders, founders, and tech/data buyers.