affirma
The Affirma Master Pitch Sheet

Pitch: Global full service technology, digital marketing and business consultancy - breadth and depth of expertise across most prevalent tools and skill sets in the market. Focus on customer's unique needs to bring custom solutions to solve most critical problems and initiatives - creating long term trusted partnerships through excellent delivery and thought leadership.

What are we pitching that creates big value, big deals, solves big problems?

1. **Outsourced Teams** of experts in their respective fields that can execute on time and on budget - get more done, more efficiently for your time and budget.
2. Highly specialized technical teams to execute successfully on **complex projects & Digital Transformation Initiatives** - provide solutions to most challenging problems with trusted teams and proven leadership.
3. Help make sense of your high **ROI use cases for AI**, automation, and data work needed to take business to next level with AI. Achieve Higher or equal levels of output with lower costs and more efficient inputs.

Affirma Differentiators

✓ **Size & Capability:** Affirma is uniquely positioned to provide high end white glove service to customers at scale, with depth of expertise. At 500 employees, we are larger than a boutique firm who only specializes in a few areas, however agile to move fast and take on quick turn projects where large global technology firms can only engage in engagements with 7-8 figure budgets. This allows us to provide speed, high touch service, and depth across a multitude of practice areas.

✓ **Senior Executive Access:** Our senior execs are involved in delivery and oversight. We review all client concerns weekly and resolve any issues swiftly.

✓ **Customer Sat Ethos:** Across the organization CSAT is #1 metric of success, as we believe delighted customers create lifetime mutually beneficial partnerships. We work with our customer's best interest in mind.

Common Solutions & Engagement Types

- Digital Transformation
- Outsourced Fully Embedded Teams
- Systems Integration & Migration
- Staff Augmentation
- Project & Scope Based
- On-going Support & Maintenance

AI Practice

- AI Business Strategy, Analysis & Planning
- AI Workshops & Roadmap Consulting
- Process Automation with AI tools
- LLM Configuration & Customization
- Agentic Solution Design & Development
- Custom AI Development
- Executive Team Training
- AI Security & Governance

Modern Workplace

- Intranet & Extranet Portals
- Low-code No-code workflow solutions
- Internal Collaboration & Communication
- Document Management, Search, Governance & Migration
- IT & Customer Support Ticketing Systems

IT Infrastructure Services

- Cloud Infrastructure & Migrations (Azure, AWS, Google)
- Exchange, Windows Server, Active Directory
- Intune, System Center

Digital Agency

- UI/UX, Visual & Graphic Design
- Demand & Lead Gen
- Paid ads
- Organic and paid social
- Events, Webinars & Podcasts
- SEO
- Email Marketing
- Marketing technology
- Conversion rate optimization
- Marketing Strategy
- Content strategy & creation
- Multi-Channel Campaign execution
- Video / Animation
- Branding, Logos & Visual Identity
- Swag & Merchandise
- Go-to-Market planning & implementation
- ABM strategy and support

Custom Development

- Product Development & Testing
- Websites
- Native Mobile Applications
- Internal core line of business applications
- Systems integration
- Systems modernization & migration

Data & Analytics

- Database, Datalake, Lakehouse
- Data Engineering: ELT, ETL & AI Engineering
- Data Visualization and Reporting
- Data Governance & Master Data Management
- Data Science & Analytics
- Machine Learning & NLP
- Financial Planning and Analysis

Advisory Practice

- Business Strategy
- Business Analysis
- Project & Program Management
- Change Management
- Agile Transformation

BPO

- Business Process Outsourcing
- Customer Support Teams
- Partner Support Teams
- Sales & Lead Gen Outsourcing
- IT Help Desk

Platform Expertise

- Microsoft M365 & Copilot
- Microsoft Azure
- Microsoft Dynamics
- Google
- Amazon AWS
- Salesforce
- ServiceNow
- Optimizely
- Progress Sitefinity
- HubSpot
- Marketo
- Wordpress

AI

- Azure
- OpenAI
- Copilot
- Gemini
- Anthropic
- Llama

Data & Analytics Platforms

- Azure / Fabric
- AWS
- GCP
- Databricks
- Snowflake
- Tableau
- PowerBI

Industries & Clients

- Global Technology Companies (Microsoft, Google, Amazon)
- SaaS, AI & Cloud
- Financial Services, Banking & Fintech (Wells Fargo, NASDAQ)
- Manufacturing (United States Steel, Terex, Tyson Foods)
- Business Services
- Healthcare & Hospitals (Kaiser Permanente, Seattle Children's Hospital, Fred Hutch)
- State & Local Government (City of Seattle, King County, County of San Bernadino, City of LA)
- Higher Education (UW, Ohio State University, Oregon State University)
- Hospitality (Expedia)
- Transportation (Alaska Air)
- Insurance (GEICO, Trupanion)
- International & Global Non-profit Organizations (Young Life, Alzheimer's Association)
- Energy & Utilities (Avista, Chevron)

Close Support / Who to go to

- AI: Brendan Murphy
- Custom Dev: Brendan Murphy
- Modern Workplace: Brendan Murphy, Vishal Trivedi
- Data & Analytics: Tyler Cunningham
- Advisory: Tyler Cunningham, JJ Gandia
- Infra: Rhys Jones
- Websites: Include Brendan, Alyson & Blaine
- Sales Deals Above 200K: Anthony Maytone
- Marketing Services: Alyson Knox-Meade
- Enterprise Marketing: Alyson, Pamela Franklin
- Design: Blaine Murray
- BPO: Dan Ratliff
- Additional Support any Large/Complex Deals: Rob Campbell
- Microsoft Deals: Rhys Jones, Teal Reed
- Microsoft Digital Deals: +Ryan Hoffman
- Meta Deals: Karen Boun
- Sales Deals in Enterprise Segment: Anthony M