



## AT A GLANCE

Aware is a Web solutions firm. Our greatest strength is translating complex business needs into well-organized Web sites. Leveraging our strategic, creative and marketing insights, Aware implements robust content management solutions that are uniquely tailored to meet the needs of mid- to large-sized organizations. With over a decade in business and more than 100 implementations, Aware has a proven track record of building Web frameworks using best-of-breed technology.

- Founded in 1998
- A mid-sized firm
- Our team includes: Strategists, Designers, Developers, Marketers, and Project Managers – all are considered “Advisors”
- Consistently ranked among the top 15 Web firms in the region

## CAPABILITIES

### WEB STRATEGY + PLANNING

- Site analysis
- Aligning business goals to Web
- Competitive analysis
- Usability
- Audience definition
- Information architecture
- Wireframes
- Globalization
- Ecommerce
- Social networking
- Performance measurements
- Web-driven customer service

### CREATIVE + DESIGN

- Functional design
- Interactive design
- User interface design
- Flash animation
- Intranet/extranet design
- Mobile design
- Email design
- Video integration

### TECHNOLOGY + DEVELOPMENT

- Content management systems
- Social networking frameworks
- Ecommerce
- Custom application development
- System design and architecture
- Back-end system integration
- Enterprise search
- Mapping software implementation
- Web analytics implementation

### MARKETING + OPTIMIZATION

- Search engine optimization
- Paid search advertising
- Email marketing
- Social media marketing
- Lead generation, scoring and nurturing
- Promotional microsites
- Viral campaigns
- Ongoing campaign support

## CLIENTS

### MANUFACTURING

The Toro Company  
The Mosaic Company  
NatureWorks (Cargill)  
McLaughlin Gormley King  
Trane  
ATK  
Ripon Athletic  
Federal Premium  
Weaver  
Alliant Powder  
Datacard  
MINCO  
Lawn-Boy  
Irritrol  
Nilfisk  
Tricam Industries  
Lake Restoration  
Artistic Finishes  
Window Concepts of MN  
Safety Speed Cut  
ADDCO  
King Technology

### RETAIL & ENTERTAINMENT

Geek Squad  
General Mills  
Lunds and Byerly's  
Great Clips  
Dierbergs  
Fox River Mills  
Lifetouch  
Buca di Beppo  
Creative Kidstuff  
Hazeltine National Golf  
Slumberland  
Gorilla Ladders  
My Burger  
Stella's Fish Café  
Underwater Adventures  
Meadowbrook Press  
Country Glazed Hams  
Hoigaards  
Seasonal Concepts  
Abdallah Candies  
Canterbury Park  
Majors Sports Cafe

### SERVICES & FINANCIAL

Sun Country Airlines  
Lennar Corporation  
Lubrication Technologies  
Tandem Printing  
Creative Resources  
Ericksen Roed & Associates  
Fidelity Bank  
ConvergeOne  
Regency Beauty Institute  
Select Communications  
Boyd's Custom Cabinets  
Twin Cities Bridal Association  
Bakken Homes

### GOVERNMENT & NON-PROFIT

University of Minnesota  
University of Nebraska  
Lincoln Extended  
Education & Outreach  
Minnesota Ovarian  
Cancer Alliance  
Bridging  
James J. Hill Reference  
Library

### MEDICAL & HEALTHCARE

Minneapolis Heart  
Institute (Abbott  
Northwestern)  
Eli Lilly  
ATS Medical  
Matrix Medical  
Atritech  
MDI Achieve  
Gold RX Pharmacy  
Surmodics

### TECHNOLOGY

Compellent  
PLATO Learning  
C.H. Robinson  
NACR  
PeopleNet  
Digital River  
Sunergi  
RedEye On Demand  
Stratasys

## LEADERSHIP

**JEREMY ZIEGLER**, Chairman and Co-founder  
**TREVOR OLSON**, President and Co-founder  
**DEBRA FRANCIS**, Vice President of Client Engagement  
**KRIS KIEPER**, Vice President of Client Services

## CONTACT

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