

The logo consists of a stylized 'A' symbol on the left, formed by two parallel slanted lines that meet at the top. The left line is white, and the right line is a light gray. To the right of this symbol is the text 'ALDEN IMAGE' in a clean, white, sans-serif typeface.

ALDEN IMAGE

ALDEN IMAGE

EXECUTIVE
MEETINGS
& EVENTS

UX & UI
DESIGN
RESEARCH

CRM & SFA
CUSTOM
WEB APPS

SALES TRAINING
& LEADERSHIP
DEVELOPMENT



EXECUTIVE MEETINGS & EVENTS

Concept to Completion Event Solutions:

When it comes to your most important executive meetings and events, Alden prides itself in our meticulous attention to detail through every step of the production process. Our experience has helped us refine the seamless experience our clients enjoy, both for the production teams and the participants. And as we constantly look to stay ahead of current market trends, your meeting and event participants will enjoy some of the latest audience participation technology and post-event sentiment analysis to measure efficacy and outcomes.

*If it's worth doing,
Then it's worth doing right.*

Alden Executive Meetings and Events



UX AND UI DESIGN RESEARCH

Where custom-tailored research outcomes are discovered:

Design Comps and UI Prototyping User Testing and Analysis

Data-Driven Design is a cornerstone of every web application or software solution we develop here at Alden. And that goes for both UX and UI research as well as the in-depth technology architectures analysis required to optimally deliver the desired user experience. Over our experience in design research experience, the tools and technology have certainly advanced, but some of the fundamental principles of intuitive design, behavioral sciences, and relentless pursuit of data-driven decision making and recommendations have always been the central focus of Alden's design research service offering. You want to know what's really working and not working in the field. Alden Design Research can help you with that discovery, focusing your IT spend and saving low-value or wasted investments.

Additional research services:

Field Assessments and Benchmarking

Sales Process Analysis and Reengineering

Business Intelligence Model and KPIs



CRM & SFA CUSTOM WEB APPS

See your custom web applications come to life:

Agile Full-Stack Development

Keeping up with all the latest updates and new UI framework can be a daunting task for any IT organization. At Alden, we're not only on the cutting edge, and we differentiate ourselves by focusing your attention to higher ROI fundamentals, such as maintaining an integrated technical architecture that supports every application and module's systems design, detailed functional specifications to help track and manage changes in scope and expectations, and end-to-end software development life-cycle helping prepare you for a dynamic technology future as well as building solutions that are upgrade-ready or can be migrated to the latest framework or platform changes. We do this by separating functional specifications, data design, interfaces, back-end, front-end, and UX/UI design in to independent, yet seamlessly integrated, development activities. The result, faster more reliable delivery and lower cost.

Additional web app services:

Business Case,
ROI Analysis, & Product
Selection

Data Design

Comprehensive QA

Workflow Analysis

Technical Architecture &
Systems Design



SALES TRAINING & LEADERSHIP DEVELOPMENT

Launch your customized field training with seamless ease:

National Sales Training Rollouts

Train the Trainer and Sales Kits

Alden is a full-service field sales force and sales management learning solutions provider. And over close to two decades of experience, we've found that perhaps the greatest challenge facing sales forces today isn't the training development, it's the critical impact measures surrounding the training initiative such as adoption rates, reduced drop-off or non-compliance rates, recall or "stickiness" and ultimately, sustainability initiatives that preserve or extend your ROI. This is where Alden excels with our sales force experts, and can help you avoid the common pitfalls and focus on important barriers, like finding training time, resistance to change, converting tactics to behaviors, and a spectrum of sustainability initiatives.

Additional training services:

Instructional Design

LMS Integration

Custom Content Development

Sustainability

Interactive Design and

Initiatives

Gamification

SOME OF OUR SATISFIED CLIENTS



EVOLVE \ ADAPT \ PIVOT \ INNOVATE \ TRANSFORM





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