CORPORATE PROFILE

AURUM & CO

ARCHITECTURE BLUEPRINT

AURUM & CO

Three disciplines. One business objective.

Aurum & Co is a digital & marketing growth, web engineering and systems solutions firm helping organisations improve how they operate, connect with customers and grow.



01

DIGITAL GROWTH
Build. Automate. Transform.

02

MARKETING
Position. Engage. Grow.

03

SYSTEMS
Solve bigger business problems.

04

PARTNERSHIP
Strategy through execution.



WHO WE ARE

Built at the intersection of technology and marketing.

We work with organisations that need more than isolated services. Our role is to understand the business problem, shape the right strategy, and execute with the technology and marketing capabilities required to create progress.

MISSION	Create practical, high-quality solutions that strengthen operations, digital capability and market performance.
VISION	Build a trusted consulting brand known for thoughtful strategy, strong execution and measurable client value.
PURPOSE	Help organisations use technology and marketing with greater clarity, confidence and intent.

TECHNOLOGY

Build smarter. Operate better. Scale confidently.

Wedesignand implement digitalsolutions that improvehow organisations work,serve customersand make decisions.

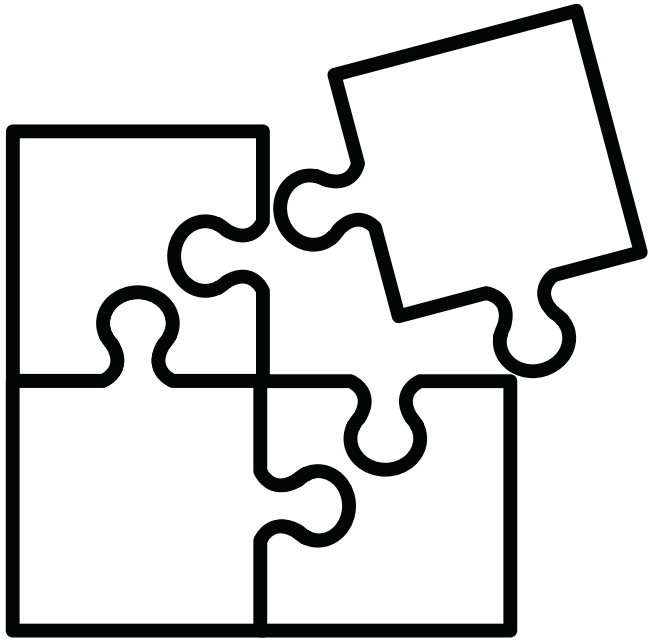


01 **Digital products & platforms**
Web applications, portals, corporate platforms, websites and digital experiences.

02 **Business systems & automation**
Custom systems, workflow automation, process digitisation and operational tools.

03 **Data, integration & intelligence**
Databases, dashboards, reporting, APIs, integrations and analytics.

04 **Cloud, infrastructure & security**
Hosting, environments, infrastructure, access controls, security and support.



MARKETING

Position stronger. Connect meaningfully. Grow intelligently.

We combine strategy, creativity and performance thinking to help organisations build stronger brands, reach the right audiences and create sustainable market growth.

Brand strategy & identity

Positioning, identity systems, messaging and creative direction.

Digital marketing strategy

Channel planning, campaign architecture and customer journey thinking.

Performance & search

Paid media, SEO, conversion optimisation and measurable acquisition.

Content & engagement

Social media, content strategy, creative production and audience engagement.

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OUR APPROACH

Clarity first. Execution with intent. Improvement by design.

Aconsistent five-stagemethodologykeepsstrategy,deliveryandoutcomesconnectedacrossboth technology and marketing engagements.

01

DISCOVER

Understand the business, users, market, systems and opportunity.

→

02

STRATEGISE

Define priorities, choices, measures and the right path forward.

→

03

DESIGN

Shape the solution, experience, operating model or campaign.

→

04

DELIVER

Build and implement with disciplined project execution.

→

05

OPTIMISE

Measure, learn and improve performance over time.

CAPABILITIES

Technology services designed around business outcomes.

Technology strategy&digital transformation
Roadmaps, technology planning, modernisation and digital operating models.

Customsoftware & business systems
Purpose-built systems aligned to business processes and user needs.

Digital products & platforms
Web applications, portals, websites, customer platforms and e-commerce experiences.

Process automation
Workflow digitisation, task automation, approvals and operational controls.

Data & reporting
Database design, dashboards, reporting and management information.

APIs & integration
Connections between internal systems, third-party platforms and digital services.

Cloud & infrastructure
Hosting, environments, deployment, network and infrastructure support.

Security & managed services
Access control, monitoring, maintenance, support and continuous improvement.

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CAPABILITIES

Marketing built around relevance, demand and performance.

01 **Brand strategy & positioning**
Market position, value proposition, messaging and brand architecture.

02 **Brand identity & creative direction**
Visual identity, brand systems and creative standards.

03 **Digital marketing strategy**
Channel strategy, audience planning and campaign architecture.

04 **Performance marketing**
Paid media, acquisition, optimisation and commercial performance.

05 **SEO & search visibility**
Organic discovery, search strategy and on-site optimisation.

06 **Social media & community**
Content planning, channel management and audience engagement.

07 **Content & campaign production**
Creative concepts, campaign content, video, photography and design.

08 **Marketing analytics & optimisation**
Measurement frameworks, reporting, insight and continuous improvement.

WHERE WE CAN CREATE VALUE

Sector context matters. The business problem matters more.

Our capabilities can support organisations across multiple industries. Engagements are shaped around the operating model, customer journey and commercial context of each client.

- **Mining & Construction**
- **Retail & e-commerce**
- **Logistics & transport**
- **Property & construction**
- **Hospitality & tourism**
- **Health & wellness**
- **Education & training**
- **Technology businesses**

HOW WE WORK

A consulting relationship built on clarity and trust.

We want clients to experience the same standard in the strategy, the work and the relationship.

STRATEGIC

We think before we build.

INNOVATIVE

We design for what comes next.

COLLABORATIVE

We work with clients, not around them.

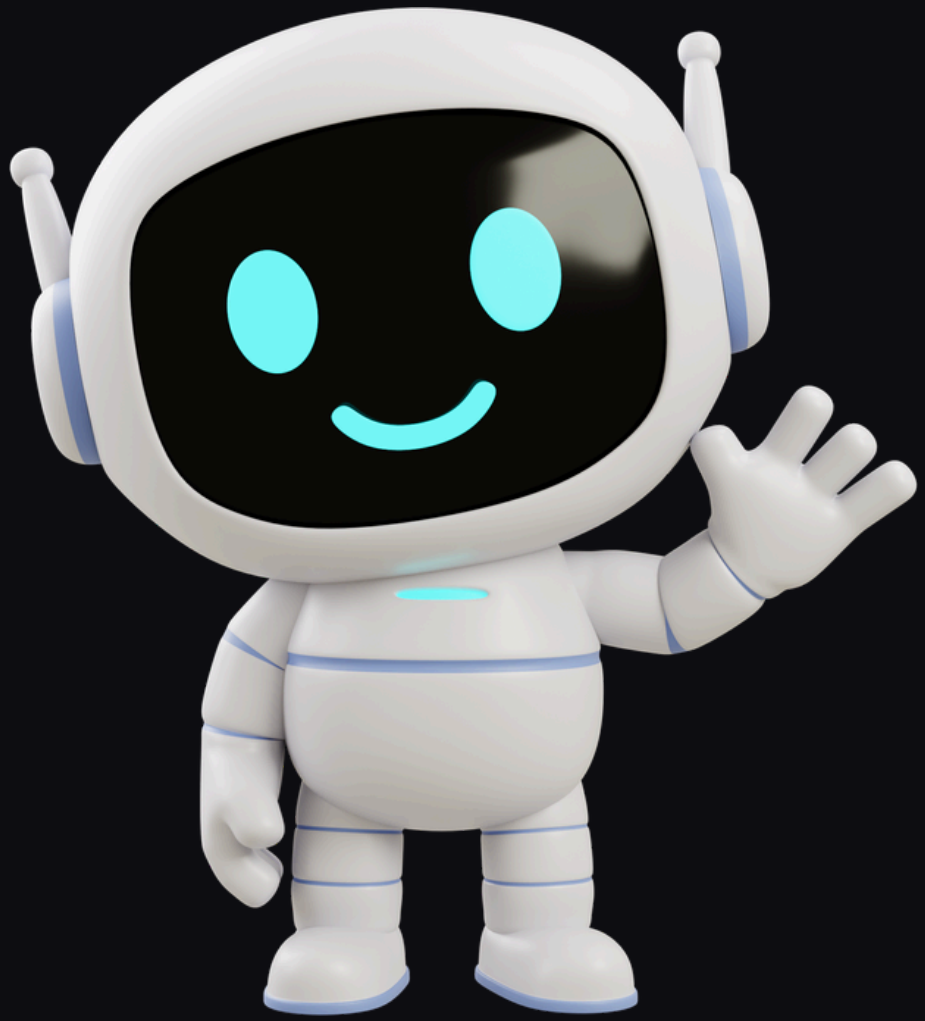
IMPACT-DRIVEN

We connect activity to outcomes.

TRUSTED

We protect what matters and communicate clearly.

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START A CONVERSATION

Bring us the business problem.

Wewillhelp determinewhether therightansweristechnology, marketing, or a combination of both.

- **Professional governance**
  Clear scopes, responsibilities, communication and project controls.
- **Security-minded delivery**
  Appropriate access, data protection and operational discipline.
- **Evidence over exaggeration**
  No invented results, credentials or client claims.
- **Long-term thinking**
  Solutions designed to remain useful as the organisation grows.