



# Atom Media Working in Partnership



## About The Company

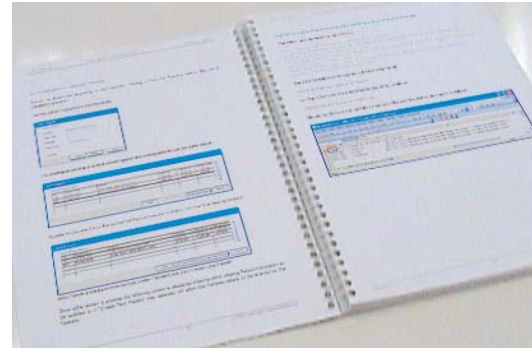
Atom Media is a creative, effective communication agency based in Huddersfield, West Yorkshire. Experts in creating and communicating brand identity, Atom delivers this through a variety of mediums, from brochures to interactive web sites.

## Atom Media Requirement

Atom's expertise in delivering innovative marketing projects is down to their ability to incorporate the latest technology to create original solutions.

In order for Atom to focus on design, creativity and managing a growing client base, working in partnership with third parties is necessary.

Atom required a partner with specialist software skills, but also one who had experience of dealing with clients' marketing requirements.



## Collaborative Solutions

With a skilled team of software developers and project managers, Atom invited Logical Minds to propose the technology aspect on key projects.

Logical Minds was selected by Atom following a proposal covering all technical elements necessary to deliver a specific client solution. Optional extras were detailed, in order to offer increased functionality and scalability. An annual support and maintenance contract was also part of the proposition and a clear projection of the budget and timescales in line with Atom's were outlined.

## The Business Benefits

Working with Logical Minds has enabled Atom to provide a more diverse range of marketing solutions. Sophisticated and interactive software has facilitated ecommerce sites and complex integration projects with existing client systems.

*"Working with Logical Minds ensures we can deliver the technical aspects of our creative solutions."*

Following the success of a number of projects and based on mutual trust, Atom is now happy for some clients to liaise directly with Logical Minds, in an effort to provide quick and effective support.



## Final Thoughts

Richard concludes, *"The level of detail and specification in Logical Minds' proposals are always above and beyond anything we have received from other software companies."*

**Richard Jones**  
Technical Director,  
Atom Media.

*"Logical Minds' ability to grasp the client brief allows their work to compliment ours."*

**Logical Minds Ltd**

Leigh House Varley Street Leeds West Yorkshire LS28 6AN

T: 0113 236 1199 F: 0113 236 1188 mail@logicalminds.co.uk www.logicalminds.co.uk