



CROSSROADS
COMMUNICATIONS, LLC



Build Global Brand Awareness & Drive Sales: Operational Sustainability

1) REQUIREMENTS:

Operational Sustainability designed and developed OESuite® an enterprise software platform that helps refineries, chemical processing plants, water and wastewater treatment facilities, large manufacturers, power generation companies and more to achieve Operational Excellence (OE). Crossroads Communications developed brand attributes, brand story, and all digital and physical assets; created long-form and short-form content; designed, developed, shot, and edited video content and deployed assets in an international integrated marketing effort. We continue to provide all of those integrated services, plus managing user events and industry conferences, creating marketing funnels, and supporting the sales effort of the Operational Sustainability team.

2) CHALLENGES:

- Convince decision-makers in major energy-industry and related companies that OESuite® is the best platform to make their business operations safer, more efficient, and more profitable
- Large organizations require a long, complex sales cycle. Success requires a deep understanding of the environment and the industry into which the marketing messaging is being deployed and the ability to design a buyer's journey funnel from awareness through consideration, conversion (decision), to delight (post-purchase support, where buyers become advocates). This challenge is akin to tourism marketing, where after we make a compelling promise and case to the buyer (advertising, marketing, website, etc.) we want to then deliver on the promise and provide tools / pathways for them to share their delight post-experience

2A) KEY MARKETS:

- Chemicals and petrochemicals
- Downstream oil and gas
- Mining
- Power Generation
- Upstream oil and gas
- Utilities
- Water and wastewater

3) APPROACH:

We use a multi-faceted, integrated approach that includes:

- Website design and maintenance - www.drivingOE.com
- Industry-specific digital advertising
- Organic and paid social media advertising
- Print advertising
- Print collateral, including tradeshow materials and booths/backdrops
- Video production
- Webinar production
- White paper content creation



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- Extensive graphic and presentation creation and support
- Branded industry conferences highlighting Operational Excellence
- User Conferences for OESuite® users
- Automated email marketing based on content-specific downloads from the website via Hubspot integration

4) VALUE DELIVERED:

Operational Sustainability continues to grow and add users for OESuite®. Strong market presence helped them survive a challenging few years during COVID impacts on the energy industry, but they have emerged well-positioned to take advantage of the opportunities in their current market.

"We went through several marketing firms before we found the team at Crossroads Communications. We have been working together for nine years now and have built a fluid collaboration on a daily basis. The result has been a substantial building of our brand awareness. Today, we know we can count on Crossroads to deliver whatever we need."

- David Drerup CEO, Operational Sustainability, LLC®



OESuite® Operations & Production Framework

OESuite® Operations & Production Framework:

- How it works
- Software introduction and examples
- Who we are

The Operational Sustainability® (OS) OESuite® Operations & Production Framework provides a comprehensive overview of operational tasks that fully conform with the organization's risk tolerance to ensure every task is performed deliberately, correctly, and consistently – maintaining variations in performance. This framework also helps deliver safe, compliant, and reliable operations, while continuously improving performance leading to a competitive advantage.

10-15% Direct Inventory Reduction	80-90% Reduced Purchase Authority	50% Penny Profit Reduction	10-15% Reduction in Incidents	10-25% Improved Effective Inventory Turns	Increased Reliability and Operational Control	Improved Field Productivity
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www.DrivingOE.com | www.OESuite.com | 713.395.2000

