IONYX

Capability Statement

2021 - 22

IONYX is your partner in digital transformation.

Empowering businesses to create positive impact through human-centred design and technology.

IONYX AT A GLANCE

3
global locations

51
multi-disciplined experts

FORTUNE 500 **4**
partnering Fortune 500 companies

IONYX is an innovative digital modernisation agency. We deliver user-centred business systems designed to optimise productivity through digitisation of process.

IONYX mobilises the right people and technology to help organisations improve their efficiencies and in turn, their revenue-driving performance. Through human insight, innovative technology and performance marketing, we drive results across your business and customer experience.

Today, no other way makes sense.

We provide strategic creative technology services globally, via offices in Australia, UK and Phillipines.

Our clients include many of the world's leading corporations, financial institutions, retailers, government-supported organisations, wholesalers, assistance groups, worldwide networks and exciting start-ups.

We are a specialist agency that manages the full life cycle of branding, creative, software and technology development, and we are proud leaders and innovators within our sector.

Company Details

HEAD OFFICE

Level 1, 'The Annex',
12 Creek Street,
BRISBANE Qld 4000

1300 379 577

info@ionyx.com.au

ionyx.com.au

IONYX

Strategy

We have harnessed creative and critical thinking to push the boundaries of brand strategy and systems execution.

Our strategic thinkers bring innovation and purposeful communication to the table. Our integrated approach is led by your commercial goals, organisational aspirations and brand story to generate results across your business systems and digital presence.

What's in it for you?

- **Solutions driven by understanding**
- **Remapping the customer experience**
- **Laser-focused digital strategy**

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STRATEGY

**BRANDING +
GRAPHIC DESIGN**

EXPERIENCE
DESIGN

DEVELOPMENT

DIGITAL
MARKETING

Branding + Graphic Design

**Our award-winning branding and graphic design team creates
with your story in mind, drawing on a wealth of experience
to ensure consistently stunning results.**

Creating, innovating and delivering exceptional design. We explore and articulate
your brand attributes so you can communicate who you are, what you do and why
you do it clearly, through language and visuals. Whether we are designing in the
traditional or digital space, we value your brand story and pull out all the stops to
give it depth and purpose.

What's in it for you?

- **Identity design**
- **Digital and web design**
- **Traditional and print design**

STRATEGY

BRANDING +
GRAPHIC DESIGN

EXPERIENCE
DESIGN

DEVELOPMENT

DIGITAL
MARKETING

Core Capabilities

Experience Design

Invaluable to your business, our UX and web design expertise provides your audience with a compelling experience they will love to use. We're always considering the 'Why', 'What' and 'How' of product use.

A thorough understanding of the end user and their context is a starting point for all of our projects. Research on your market, audience and organisation's needs guides our solution designs. We validate and iterate our prototype designs based on insights from testing with the intended audience. Time and time again we see the cost benefits and time savings of making iterations on the drawing board rather than once a product has been built and used by a live audience.

What's in it for you?

- **Customer research**
- **Stakeholder engagement**
- **Low to high fidelity design**

STRATEGY

BRANDING +
GRAPHIC DESIGN

EXPERIENCE
DESIGN

DEVELOPMENT

DIGITAL
MARKETING

Development

When it comes to digital, the future is now. Innovate and improve efficiency in your organisation with custom software, web and app development.

We create innovative business solutions and mission-critical applications to give your organisation a competitive edge, driving digital transformation and growth.

What's in it for you?

- **Business systems and software development**
- **Website development**
- **App development**

X

STRATEGY   BRANDING +
GRAPHIC DESIGN   EXPERIENCE
DESIGN   DEVELOPMENT   DIGITAL
MARKETING

Core Capabilities

Digital Marketing

**We believe curiosity and deep understanding
underpin compelling communication.
Who is your customer?
What problem are we solving?
How do we make a lasting impression?**

We're a digital-first creative agency. We know how to cultivate brands
whilst achieving growth through digital strategies. Whether you're looking
to increase conversions, improve search engine position and online visibility
or build brand awareness, our creative and strategic talent will help you navigate
the ever-changing digital landscape.

What's in it for you?

- **Paid advertising**
- **Landing pages**
- **Email campaign and automation**

Meet our Senior Leaders.

Our team is your team, bringing innovation to the table and offering specialist solutions across all platforms.

James Kelly
DIRECTOR

Kylee Kelly
MANAGING DIRECTOR

Mark Simpson
GENERAL MANAGER

Steven Wren
TECHNICAL DIRECTOR

Conor Murdock
DIRECTOR OF GROWTH

IONYX is based in Brisbane, Australia and serves clients across the globe. We help businesses launch, increase brand awareness, drive market share and gain efficiency, all through one collaborative team.

We are a top-flight team of seasoned experts, with a true passion for what we do. This includes leading a tribe of hand-picked professionals across multiple disciplines, ranging from design to information technology.

We bring humanity to our business and our working relationships and this is how we help our clients reach the giddy heights of success, every time.

IONYX

Real success, in the real world.

Delivering results for our partners through long-term relationships underpins everything we do at IONYX.

50K
hours saved per year, enabled by our custom solutions

70%
time saved on system-related processes

Our clients and business partners span a diverse range of industries and range in size from small to medium businesses, to enterprises with a global presence and thousands of employees.

BHP	AngloAmerican	QGC	agl	RioTinto	Australian Government — Department of Industry, Science, Energy and Resources	sodexo
love rules ideal INTRODUCTIONS	JOHN HOLLAND	CPB CONTRACTORS	INTERNATIONAL ASSISTANCE GROUP	NEWCREST MINING LIMITED	ICN Industry Capability Network	GE Renewable Energy
Sunnyfield disAbility Services	ATLAS	CATER CARE	Action Drill & Blast	ack group	IBERDROLA	TRILITY

IONYX

Helping the world's leading resources company manage the accommodation and canteen requirements of 23,000 staff.

As a leading resources producer in South America, BHP continues to look for innovative ways to improve their operations and set the standard in safety and compliance. IONYX is proud to be working with BHP to deliver a bespoke site accommodation and canteen management platform.
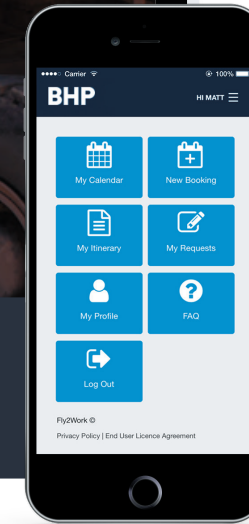
THE PROJECT AT A GLANCE

6 mining camps	**16,000** onsite accommodation	**34** canteen facilities

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BHP Minerals Americas (Chile) engaged IONYX to develop and implement a site accommodation and canteen management platform.

BHP was experiencing major inefficiencies with site accommodation and canteen management across two large mining complexes. The COVID-19 global pandemic further exposed these systems with high workforce infection rates and significant headcount and roster fluctuations.

PAIN POINTS

✕ Accommodation and canteen inefficiencies
✕ Inefficient legacy software
✕ Manual, Excel-based processes
✕ Varied supplier processes
✕ Significant cost overruns due to inaccurate data

OUR SOLUTION

The objective of the project is to deliver a single, consolidated, integrated, and simple environment that will unlock efficiencies and value in processes.

✓ **Tracks food and ration services across several mine site and pavilion precincts**
✓ **Provides forcasting and predictive models to canteen suppliers**
✓ **Enhances booking management process with roster bookings**
✓ **Integrates directly with employee profiles and provides booking automation**
✓ **Accessible by employees and contractors alike**

THE RESULTS

The solution aims to evolve the way the BHP workforce operates and deliver significant cost reductions across the organisation. The project is due to launch in October 2021.

Rich, accurate data compiled on one single dashboard for users, managers and suppliers to access and manage accommodation and canteen requirements of 23,000 staff.

The built-in health check prioritises the safety of people and operations in response to COVID-19, and supports the organisations pandemic recovery.

IONYX

Connecting Australian suppliers to billions of dollars' worth of project opportunities.

ICN Gateway connects suppliers to billions of dollars' worth of project opportunities around Australia. The IONYX User Experience team uncovered what was working and what was not with the existing site and redesigned a solution that addressed user needs at their core.

JOIN THE NETWORKING PLATFORM THAT'S HELPING AUSTRALIAN BUSINESS GROW.

THE RESULTS AT A GLANCE

368% increase in clarity of experience as reported by users

238% increase in efficiency of experience as reported by users

10/10 task completion rate for all users

ICN approached IONYX with a public presence for Gateway that despite impressive usership, was showing its age and was not responsive for users on mobile devices.

ICN Gateway connects suppliers to billions of dollars' worth of project opportunities around Australia, yet prospective customers struggle to understand the value and benefit. The IONYX User Experience team was tasked with uncovering what exactly was working and what was not with the existing state of the site and redesign a solution that addressed user needs.

PAIN POINTS

✗ **Value proposition not clear**

✗ **Cumbersome onboarding process causing abandonment**

✗ **Membership packages unclear**

✗ **Expressions of interest are difficult to find**

OUR SOLUTION

To improve the experience of the website we recommended 1-on-1 usability testing with the prospective target audience to gain quantitative and qualitative insights to inform our designs. The following outlines our approach:

✓ **Benchmark usability testing with target audience on current state**

✓ **Design an interactive prototype and perform usability testing on our prototype**

✓ **Iterations based on user insights**

THE RESULTS

Users indicated that the most compelling way to communicate the benefit of the service was to showcase relatable case studies. Our design showcased rich and compelling stories from the outset and throughout the prospective user's discovery journey. Our design is also fully responsive with careful consideration to highlight and promote key information for users on a mobile device.

After completing our second round of usability testing, the results on the proposed user experience in our prototype were overwhelmingly positive in both quantitative and qualitative measures.

IONYX
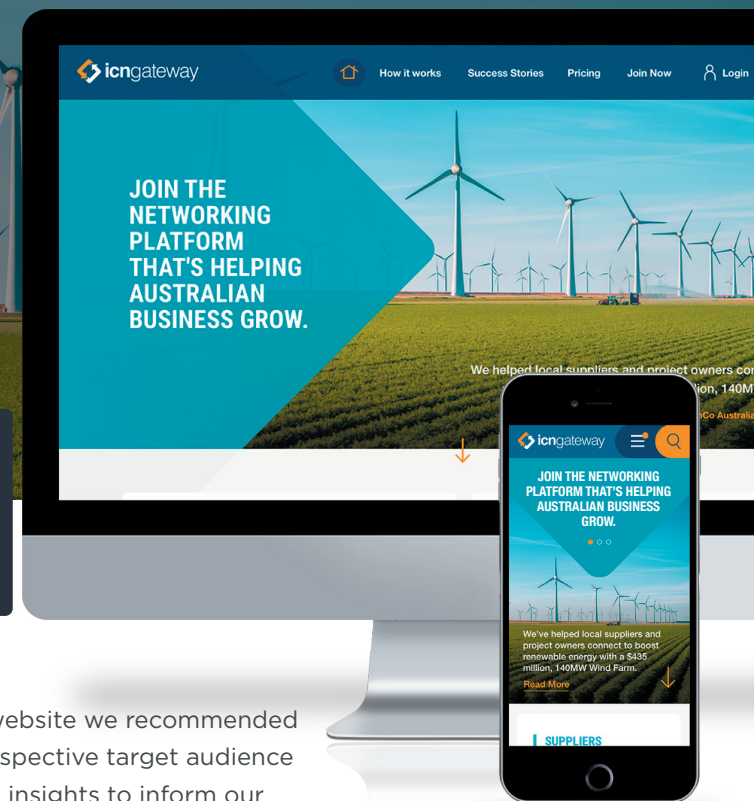
Safeguarding 9,300 people travelling for one of the world's leading mining companies.

Operating some of the largest mining complexes in South Africa, Anglo American have experienced significant challenges with road travel. In just 80 days, IONYX developed a fully customised and white-labelled road travel app to support a workforce across 51 mining complexes.

THE PROJECT AT A GLANCE	9,300	51	3
	people travelling with the platform	mining complexes and operational locations	countries supported

Anglo American Platinum engaged IONYX to develop and implement a proprietary land transport platform as part of a global contract.

Operating some of the largest mining complexes in South Africa, Anglo American have experienced significant challenges with road travel. The mining giant quickly identified their current journey management processes were inadequate and varied from region to region.

PAIN POINTS

- ✕ Experiencing significant road travel risks
- ✕ Lack of visibility over workforce
- ✕ Process varied from region to region
- ✕ Complex expense claim process
- ✕ Absent duress and emergency response
- ✕ 18-month development for in-house solution

OUR SOLUTION

- ✓ Developed a more efficient, streamlined travel process
- ✓ Location geofencing and automated notifications
- ✓ Real-time mobile GPS and navigation
- ✓ 100% safety compliance
- ✓ Integrated emergency response function to trigger alerts

THE RESULTS

Increased road safety while employees are travelling for business between various sites and clients. A more efficient and streamlined journey management which has reduced staffing requirements to just three. This has delivered significant cost reductions across operational efficiency, risk management and productivity.

The *Anglo American Road Travel* app is currently being rolled out to other regions, including Zimbabwe and Australia with an expected 20,000+ users once complete.

200%	3	125
reduction in build cost	system integrations	product enhancements

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Smart. Creative.

Enabling you to make the most of every minute.

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