



JANUS and Powerhouse Planning: Providing Solutions for a Global Industry Leader

Founded in 1997, JANUS Research Group (JANUS) is headquartered in Evans, Georgia. JANUS is an industry leader in the integration and application of technical, engineering, and domain expertise delivering full life cycle services and lasting solutions to federal, Department of Defense, and commercial clients. With a highly skilled, professional staff and operations across the United States and overseas, JANUS specializes in capabilities integration and development; research and development; systems, software, and model-based engineering; analysis and experimentation; logistics; training; and cyber engineering. Enabled by a successful track record of cost-schedule performance, innovation, and customer service, JANUS is a vibrant, rapidly growing company dedicated to its customers' missions.



Challenge

The client initially sought marketing support services after their marketing lead departed. In an industry where ongoing marketing solutions are critical to sustaining success, they needed to onboard marketing support quickly. With a need to seamlessly provide high-quality marketing support, the client sought a solution that involved minimal onboarding and potentially time lost while a new marketing person learned the specifics of their industry.

Solution

By partnering with Powerhouse Planning's total remote team solution, the client was able not only to ensure an almost seamless transition in marketing support but also to outsource additional human resource needs designed to reinforce its industry-leading reputation and provide a cohesive approach to honoring its diverse employees spread throughout the globe.

Case Study

JANUS RESEARCH GROUP

Business Name: JANUS Research Group, LLC

Website: janusresearch.com

Industry or Business Type: Technology; Engineering; Technical Services

Powerhouse Services:

- Marketing Lead
- Marketing Lead Support
- Website Designer
- Graphic Designer 1
- Graphic Designer 2
- New Media Specialist
- Quality Assurance Specialist
- Technical Writer
- Events and Awards Administrator
- Employee Anniversary and Awards Administrator

Benefits: An industry leader sought marketing support after the departure of their previous marketing lead. By partnering with Powerhouse Planning, the client was able to gain critical marketing support as well as an entire team of dedicated freelancers not only to support current needs but also to identify and provide solutions for both business development and human resources needs.



**Powerhouse
PLANNING**

The Powerhouse total remote team solution provides services and skills to clients who are looking for support for certain aspects of their business development plan. Powerhouse Planning's total remote team solution provides services at potentially significant discounts compared to what it would cost to hire those services individually. Additionally, the Powerhouse total remote team solution is composed of freelancers working as a cohesive team to support the current needs of the client organization as well as to identify gaps and provide solutions. This solution ensures continued, if not greater, success and allows companies to focus on their mission and meet their customers' needs, all while knowing Powerhouse has their back.



Results

While the Powerhouse Planning/JANUS partnership began with marketing support, it quickly grew to encompass increased human resources support. This result is indicative of the Powerhouse Planning model: support the client's identified needs while working alongside them to pinpoint other points of need and provide additional support as required. In addition to identifying areas in which Powerhouse Planning could support human resources solutions, they provided event facilitation for an important industry conference as well as multiple business development and marketing deliverables.

Within the first eight months of the contract, Powerhouse Planning

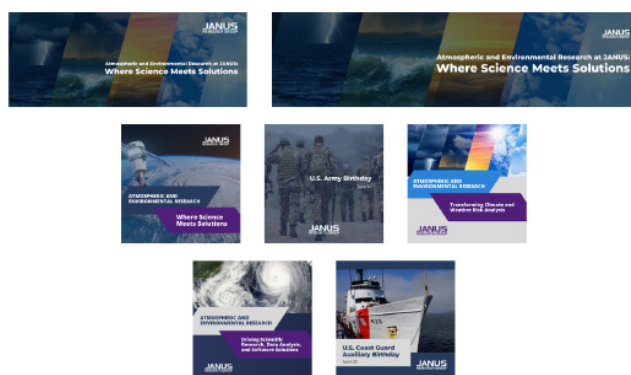
- Refreshed brand guidelines
- Designed a slick highlighting JANUS solutions
- Revised and designed a PowerPoint on JANUS capabilities
- Designed a branded PowerPoint template

- Designed a SPARK portal diagram
- Redesigned tech logos
- Provided event facilitation for I/ITSEC conference
- Designed pull-up banners for an industry conference
- Designed monthly "Blue Light Special" flyer
- Wrote 13 employee anniversary blog posts
- Composed 36 blogs for employee ENERGY awards (internal to company)
- Designed a quarterly newsletter
- Designed a job fair/hiring card
- Crafted 146 posts and graphics for social media
- Crafted press releases for HIRE Vets award, ISO certification, and Great Place to Work recognition

Partnering with Powerhouse allowed JANUS to continue providing marketing materials, human resource deliverables, and event facilitation after the departure of a key marketing employee. The partnership meant JANUS could continue to focus on providing cutting-edge, industry-leading solutions to their customers while resting confident that their marketing and human resources needs were being met by a highly skilled Powerhouse Planning team.

"Powerhouse Planning stepped in when we needed to fill an immediate marketing need, providing incredible marketing and HR support whenever we needed it. They have become strategic partners as invested in our growth and success as we are. Powerhouse delivers on time, and their remote team solution allows us to focus on what we do best. Thank you, Powerhouse Planning, for making my life easier!"

— Michael Wright, Vice President, Business Development, JANUS Research Group



Powerhouse Planning serves as an affordable, scalable, and targeted resource to assist companies of all sizes in achieving their goals. Our talented freelancers become a team within your team, supporting your company as a whole at no overhead cost to you. Founded in 2012, Powerhouse provides our clients with remote team solutions in the areas of business growth, content creation, and event facilitation while providing careers for military spouses and veterans worldwide.

Visit powerhouseplanning.com to learn more.

