

Biarri case study

Biarri is a leading provider of accessible optimisation solutions for medium to large organisations.

The team at Biarri believe in the power of Operations Research. Operations Research is a scientific basis for better decision making. It uses methods such as mathematical modelling, statistics and optimisation algorithms to arrive at optimal or near optimal solutions to complex problems.

Biarri takes the data, the complexity and the unpredictability businesses face and turns it into a competitive advantage by providing simplicity and clarity. www.biarri.com

PR Objectives

- To establish Biarri as an authoritative voice on Operations Research

Approach

Most businesses do not understand what Operations Research is and how it can help their business so BENCH PR organised media interviews for founders Joe Forbes and Ashley Nelson with key journalists to explain what it can do and how Biarri is making it more accessible.

Results

- BENCH PR drafted and placed a 1200 word opinion piece on behalf of Joe Forbes with Information Age – Nov 2009
- A media interview was organised with freelance journalist Brad Howarth which resulted in the following article on ZDNet: <http://www.zdnet.com.au/blogs/bootstrappr/soa/Biarri-s-massive-maths-mission/0,2001092438,339297427,00.htm>
- BENCH PR also pitched in the 'Biarri' story to the Queensland Business Review and set up a media interview with founder Ashley Nelson. A 1000 word profile was published in June 2009.
- Following a presentation by Biarri at the Smart Conference in 2009, BENCH PR contacted media partner MHD and sold in an opinion piece which ran over three pages in Supply Chain Solutions magazine in August 2009