

## CASE STUDY

# UNITING THREE TELECOM LEADERS UNDER THE POWER OF PARTNERSHIP

For 20+ years, three thriving Manhattan-based telecom firms — consulting & management group BCM, managed service provider McGraw Communications, and technology lifecycle management firm 20/20 ComWare — operated independently. Together, the three served a growing number of fiercely loyal clients among the thousands of small- to medium-sized firms that comprise the fabric of New York’s vibrant “always on” business scene.

Seizing an opportunity to better serve their clients while fortifying market positioning, leadership decided to combine the three firms into a single, one-stop provider.

BCM asked BrandFoundations to leverage our deep telecom experience to craft a new umbrella brand that was as powerful as the people, solutions and commitment behind it.

*“Our relationship with BrandFoundations was one of the most professional I’ve had in the past 25 years. They didn’t just stand back and ask us to do all of the heavy lifting, but really engaged us to draw out the best of our people and what we do. Their process was the perfect way to realize one of the main goals behind bringing our three businesses together: to present a truly differentiated and compelling brand to a market that’s heard a ton of empty promises over the years.”*

— *John Cunningham*  
Founder, Co-CEO  
BCM One

*new logo  
and taqline*



## SOLUTION

We kicked off the engagement with a half-day internal brand articulation workshop with a diverse team, from senior leadership to back-office and client-facing employees. As always, this is the first of our three-phase approach to uncovering and articulating an organization's most authentic and enduring brand traits.

Phase two was a thorough competitive analysis, looking for an overall view of the playing field as well as specific areas for meaningful differentiation. Finally, we conducted telephone interviews with a number of the firms' key clients, who told us – in their own words – what they valued most about their relationships with the companies.

## IMPACT

While a number of unique and fitting ideas arose in the internal workshop, one notion stood above the rest... and was consistently cited by the firms' customers when asked what sets the companies apart and why they keep coming back year after year: Partnership.

Combining input from each of the above phases, we developed a comprehensive Brand Messaging Platform that distinguishes the new company from run-of-the-mill "telcos" by positioning it as a true provider-agnostic partner, putting clients' best interests first to deliver the technologies, tools, and people-driven service they need to compete today and in the future. A new name – BCM One – was chosen to reflect the power of the companies coming together as a single entity and a "one-stop" source for complete telecom solutions.

## LET'S TALK ABOUT YOU

We'd welcome the opportunity to learn about your organization and its brand challenges.

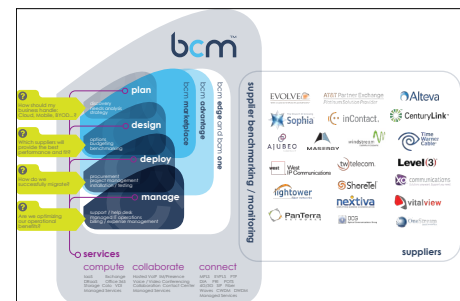
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