

CASE STUDY

BUILDING EXTREME RELATIONSHIPS DRIVES PERFORMANCE & VALUATION

In mid-2015, Extreme Networks (NASDAQ: EXTR) was at a critical inflection point, known largely as a wired network switching company despite significant investments in wireless and software-defined networking solutions and capabilities.

Few of its 22,000 global customers had purchased services or products from across Extreme's solution portfolio, and the company's core wired switching business was in decline. As a result, Extreme's board and leadership decided to fast-track its pivot from legacy hardware manufacturer to next-generation networking company.

While much work had been done to support this strategy, the finished product was a set of hit-or-miss messages that failed to coalesce around a single, simple brand essence and story.

Seeking both public-facing *and* internal traction from a brand process with powerful — and authentic — results, Extreme engaged BrandFoundations.

"We were at a crossroads, where we needed to both recapture and reconnect with what makes Extreme great. JP and Steve uncovered it: the relationships our people build and enable. They worked in tight coordination with our internal teams and I'm amazed at how much ground they were able to cover so quickly. And it's hard to argue with the results: our team is more engaged, we have a well-grounded message, and it resonates with our customers because it truly reflects their voices. True brand alignment! I can't recommend them highly enough."

— Ed Meyercord, CEO
Extreme Networks



new tagline



PROCESS

We started with a virtual internal workshop, taking 16 Extreme employees from around the world through three hours of group and individual exercises. As always, this is the first of our three-phase approach to uncovering and articulating an organization’s authentic and sustainable brand DNA.

This was followed with a brand analysis of several competitive firms, looking for ripe opportunities for differentiation. Finally, we conducted qualitative interviews with a number of Extreme clients, who further fleshed-out the Extreme brand story, telling us – in their own words – what they value most: the **relationships** that they enjoyed with Extreme’s incredibly dedicated staff (think: “above & beyond”) as well as the relationships that their Extreme-powered network let them create with *their* customers and employees.

IMPACT

Building upon the unifying “Relationships” essence, we delivered a powerful new tagline — “Connect Beyond the Network” — and helped Extreme’s internal teams quickly drive the brand into a series of new programs and materials that included sales presentations, case studies, client testimonials, websites and videos, as well as staff training sessions.

Reaction among Extreme’s audiences was swift and overwhelmingly positive. Over the course of our six-month engagement, management reported greater employee engagement and improved sales performance, while Extreme’s stock price rose steadily, doubling by year-end.

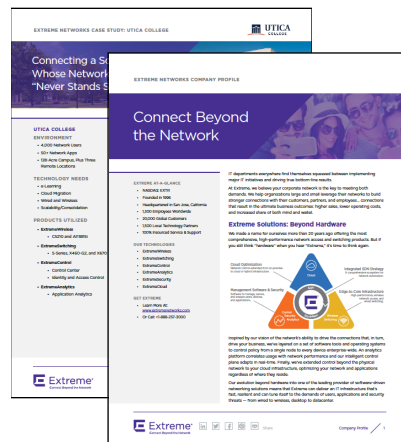
LET’S TALK ABOUT YOU

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

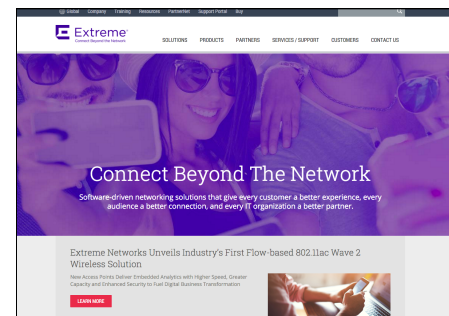
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new case study and collateral



new website and messaging

