

## CASE STUDY

# A TRUE DATACENTER INNOVATOR SHOWS A BETTER WAY FORWARD

Founded in 1995 around the unshakable idea that there *had* to be a better, more manageable approach to computer networking, NetAccess has evolved into one of the country's most innovative and trusted datacenter leaders. Today, they serve the critical IT infrastructure needs of hundreds of commercial, educational and governmental customers from three cutting-edge facilities in New Jersey.

And while the people at NetAccess still have that white-hot passion for bringing new techniques and advances to the market, years of growth and change had left the company's brand and messages adrift.

When new management came on board, one of their first priorities was to re-focus and re-energize the NetAccess brand... and with it the company's internal culture.

And that's when BrandFoundations got the call.

*“Steve and JP ‘get’ the power of a great story in building a B2B tech brand. That story was alive at NetAccess, but it had become so diluted over the years that it no longer reflected what our customers value most about our people and the way we deliver that ‘better way’ day in and day out. This is the second time I’ve seen their process up close and it still amazes me how they’re able to touch so many bases internally and externally to come up with something so simple, authentic and resonant.”*

— Raul Martynek  
CEO, NetAccess Corp.

*new tagline*

**net @ccess**  
**Building Better Infrastructure**



# SOLUTION

We began with a half-day internal workshop, taking 20 Net Access team members — a cross-section from top leaders 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.

We followed with a competitive brand analysis, looking for both a view of the competitive landscape and opportunities to differentiate NetAccess. Finally, we interviewed a number of the firms’ top clients, who validated and further fleshed-out the NetAccess brand story, telling us – in their own words – what they value most about the relationship.

# IMPACT

The alignment between what we heard from NetAccess’ staff and what their clients told us highlighted the company’s burning, almost pathological dedication to finding better, more efficient ways to build and deliver its services... an endless quest for “a better way.”

Around that central, unifying concept, we developed a comprehensive Brand Messaging Platform that truly sets NetAccess apart from their cookie-cutter competitors. A new tagline — “Building Better Infrastructure” — captures it in a nutshell.

The new messaging was infused into a variety of assets: new website, videos, collateral and sales deck among them. An internal brand launch ensured that staff understood — and saw themselves reflected in — the brand, allowing everyone to be a NetAccess brand advocate. And *that’s* a better way.

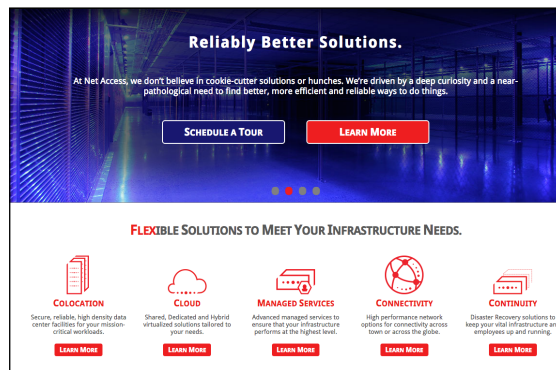
# LET’S TALK ABOUT YOU

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

Our sweet-spots include (but aren’t limited to):

- Technology / Telecom
- Financial Services
- Healthcare / Pharmaceutical
- Consumer / Luxury
- Association / Education

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*new website*



*employee brand guide & new service diagram*

