

## CASE STUDY

# COMM, CLOUD & SECURITY CONVERGE WITH UNDERSTATED ELEGANCE

A leading provider of hosted communications and managed IT services, NetFortris counts a variety of well-known U.S. businesses and organizations among its growing base of loyal clients (including national travel convenience chain Thornton's as well as a certain silver-and-black professional sports team known for its own rabid fans and "Just Win" motto).

The company's new private-equity owners sought to rebrand the firm and expand its footprint by capitalizing on the convergence of hosted communications with cloud services and IT security.

BrandFoundations was engaged to lay the messaging and visual foundations for a brand that would stand out in an increasingly crowded communications market space.

*"The BrandFoundations team did more than simply hand us messages and images they thought would work for our brand. They came to the table with an airtight process for uncovering the DNA of our organization and energizing our entire staff, many of whom had never been part of a large-scale rebranding before. Having their voices heard and reflected in the brand has made adoption of our new strategy and identity far easier."*

— **Grant Evans, CEO**  
**NetFortris**



*new logo  
and tagline*



## SOLUTION

After initial discovery, we quickly launched into the first phase of our 360-degree approach for uncovering and articulating an organization's most authentic and enduring qualities: a facilitated internal workshop with a group of 20 NetFortris employees of diverse titles and roles.

Phase two entailed an analysis of NetFortris' competitors, seeking a broad understanding of the competitive landscape as well as specific areas for differentiation. The third phase involved interviews with various NetFortris clients, who gave their invaluable perspective

## IMPACT

A number of powerful and differentiating themes arose from the above exercises: the passion and exceptional attention-to-detail of NetFortris' people; the company's white-glove approach to customer service; and its easy-to-use solutions. Together, these inspired a brand concept not typically associated with tech firms: "understated elegance."

We developed a comprehensive Brand Messaging Platform around the central notion that a truly top-tier business communications infrastructure is one backed by attentive people, trusted security and simple technology. With customer validation of the positioning, we then created a Brand Visual Platform to bring the new NetFortris brand to life.

As reflected in its clean new website design and clear messaging, NetFortris' people have embraced the brand and use it as a navigational tool to ensure consistently positive experiences for *all* audiences.

## LET'S TALK ABOUT YOU

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

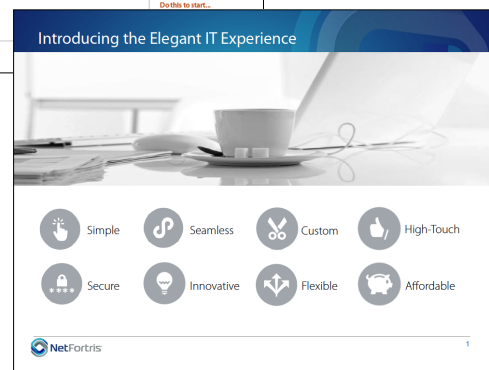
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*new data sheet*



*new corporate presentation*

