

Case Study: IMPLEMENTATION

Client:

Triveni Digital

A mid-sized software company, competing with large corporate competitors, needing to present itself to the marketplace as well-established and highly professional



Issue:

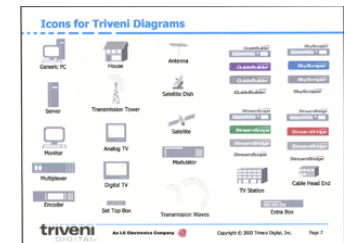
Glaring inconsistencies among existing customer materials—presentations, print collateral, and web site—due to lack of brand guidelines and marketing procedures Time wasted by technical experts recreating charts and diagrams for presentations and reports.

CattLeLogos Solution:

Approach: Design and implement “brand” standards

Actions: We updated the corporate logo to better reflect the CEO’s vision. Then created guidelines for sales materials, based on the "look and feel" of the most professional of existing materials.

We created a corporate PowerPoint template, a custom clip-art library, and usage guidelines that the staff could easily use to create their presentations.



Standardized Clip Art Library

Result:

- ★ Brand image professionalism on par with their competition
- ★ 90% savings in the time it takes staff to create presentations—engineers spend more time on their “real” jobs
- ★ Cost-effective re-use of clip-art for banners, posters, and other display items for tradeshows and marketing efforts

I used to start working on my presentations 3 days before a conference. Now I can do it on the plane on the way there.

—G. Thomas, Chief Technologist, Triveni Digital Systems