

Trilogy Technologies Case Study

As with many B2B mature markets the ICT services sector in Ireland acts very much like a single competitor. There was little evidence of any core differential amongst the majority of players. The market battlefield was being fought over scale - more clients, more engineers, more servers, more vans.

In 2009 IT Focus merged with TeamDBA under a new Executive Management team to form a credible and exciting new player in the ICT solutions and services market in Ireland.

When the newly formed Trilogy Technologies approached Threesixty to manage their rebrand, they were very clear in their core vision - they wanted to be seen as the fresh contender for market leadership, shaking up a staid market with can-do people, the freshest global thinking on how technology can drive business success and the most responsive service.

During the initial phase of the project Threesixty used a combination of research and collaborative meetings to help clarify the business proposition and create a market focused brand platform.

We worked closely with the management team at planning and pre-launch phase to create a distinctive positioning strategy for the business.

A series of workshops helped the team crystallise its vision for the company and find a unified voice that reflected this focus. This was then

transformed into a new brand identity and sales platform.

For the corporate launch, we produced a range of integrated collateral to reach across key touch points including internal communications, advertising, corporate website, merchandising and social media infrastructure. We also helped to guide a national PR campaign to support the launch.

In late 2010 we worked on a direct marketing campaign which included a series of personalised postcards under the headline 'Liberate your IT team' aimed at IT and Finance managers in Ireland's top blue-chip companies. The campaign was supported by a corporate presentation and a series of print adverts in trade publications.

Trilogy Technologies delivers a powerful competitive edge to Irish businesses. As a strategic ICT solutions partner, Trilogy offers its clients advanced Managed Services and a full range of ICT solutions including Virtualisation, Unified Communications & Collaboration, Cloud Computing Solutions, database management and security services.

Brand visual samples

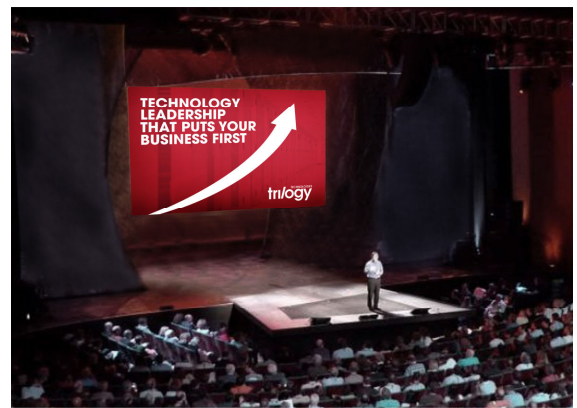


TECHNOLOGIES
trilogy

TECHNOLOGY LEADERSHIP THAT PUTS YOUR BUSINESS FIRST

In the right hands, technology has the potential to deliver a significant competitive edge. Our 'technology for business' approach combined with a managed service that is significantly more advanced than competitive solutions, enables your business to experience greater productivity, efficiency and performance.

So whether it is leading edge ICT solutions or exceptional 24/7 support, you are assured of one thing. Trilogy puts you first.



Liberate your IT team
and save 25% of your IT costs (guaranteed)

With the advanced technology platform of Trilogy's Managed Service

trilogy TECHNOLOGIES

