

# Branding Brief for Swivel MSP

## Business and Brand Overview

Swivel MSP is looking to:

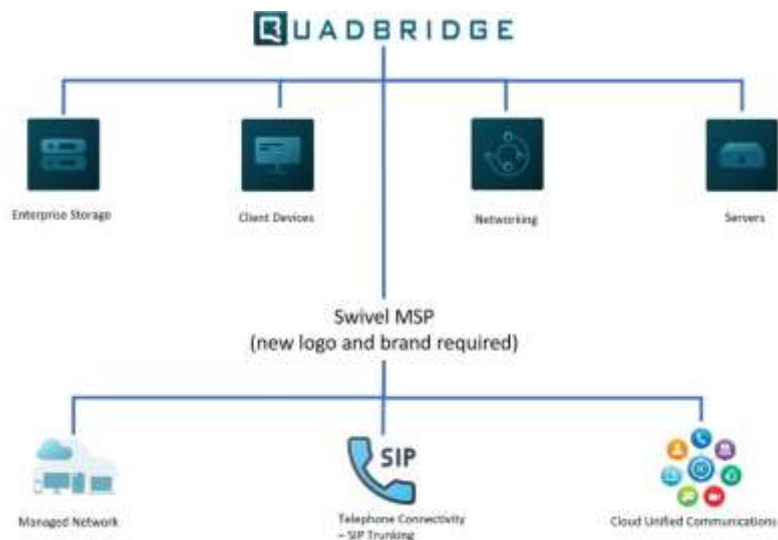
- A new logo
- Develop a website
- Trademark its logo
- Develop brand guidelines
- Develop brand templates (PowerPoint, Word, letterheads, etc)

### Swivel MSP

Swivel MSP is an IT Managed Services Provider (MSP). This will be a new brand / sister company to Quadbridge Inc which is a B2B IT equipment reseller in Canada, United States and Ireland.

This brand / sister company will sell IT services to companies who do not want to manage their IT infrastructure or manage their telephone services. Customers are currently purchasing equipment from Quadbridge but are purchasing the services to manage the equipment from other providers.

The relationship between the organizations and the products sold can be found below:



IT services at Swivel MSP will be sold on a monthly subscription model.

- Telephone connectivity and Cloud Unified Communications services will be sold at a price of per user per month.
- Managed Network services will be sold at a price on a per device (router/switch) per month

Quadbridge entered the IT managed services business a few years ago but were not successful. As a result, the business was turned down and clients were referred to other providers. In order to overcome past client experiences, a new brand was conceived to re-enter the managed services business.

## Project Objectives

We need a new brand identity to help us stand out from the noise. The marketplace for managed services is crowded. Therefore, differentiation matters. The market is saturated with boring brands, we want to make a difference with the way we look. We would like to demonstrate a brand that is focused on the following value proposition for customers:

- Agility – able to respond to client needs quickly
  - Swivel will be providing self-serve portals to be able to make changes when required without having to call a technician or a customer service agent.
- Reduce complexity for customers – provide clients with plug and play solutions which work from day 1
- Improve mobility – allow customers to be able to manage infrastructure from any device (tablet, PC, mobile phone) while away from the office
- Bleeding edge – Swivel will be focused on offering net-generation products that will enable clients to reduce operating and capital costs for their IT infrastructure and businesses.
- Improving productivity – products offered will be focused on improving the productivity of the customer’s employee and helping to improve speed of response to their clients.

We are also looking for the agency to provide the brand guidelines/story/positioning when delivering the project.

## Target Audience/Markets

The target market for Swivel services are businesses within the mid-market space – 100 to 1000 employee size. The organization would have few IT staff and are looking to outsource daily tasks of their IT infrastructure to a provider.

Typical customers:

Persona 1:

- 100 employee company
- 1 IT or network administrator
- IT administrator has no experience in telephone services but has experience with computer networking
- Cost conscience and do not prioritize IT as a vital part of their business
  - IT is just part of day to day operations to ensure employees can do their jobs.
- Swivel value proposition to customer:
  - Manage end to end telephone services and provide expertise on network functions when required

#### Persona 2:

- 250 employee company
- 3 IT or network administrators
  - Extensive networking experience amongst all the resources
  - Knowledgeable about telephony services but not experts
- IT budgets are moderate
- Deems IT to be a value add to the business but would like to ensure that they are paying for services monthly to manage business cash-flow
- Swivel value proposition to customer:
  - Provide added expertise on the telephony services and provide monthly invoices for their IT infrastructure

#### Persona 3:

- 1000 employee company
- 10+ IT staff members
  - Extensive knowledge on all aspects of IT
- IT critical to profit centers and overall business
- Many IT driven projects and product development projects
- Swivel value proposition to customer:
  - IT advisers to customer on projects
  - Secondary disaster recovery during afterhours operations

## Problem facing Quadbridge

Managed services business is a crowded space in Canada and the United States. Quadbridge is looking to diversify its product offering outside of the equipment resell business by providing value added services which have a monthly reoccurring model.

Quadbridge brand is viewed in the markets as simply a reseller of equipment and does not have the credibility to able to provide IT managed services. The objective of Swivel is to be able to expand its reach, demonstrate to the market an industry leading expertise and trusted adviser persona.

## Project Specific Information

Swivel will be providing remote services primarily delivered through Data Centers (Cloud) products. Some exceptions will occur when an on-site support technician will be deployed to the customer.

We are looking to obtain from the agency the following deliverables:

- A new logo which will demonstrate the customer values
  - Agility
  - Reduction of complexity

- Improving productivity
- Lowering costs
- Brand guidelines which can be used for future marketing materials
- Company website that will be an extension of the brand
- Potential SEO marketing for the new website
- Brand awareness strategy as it's a new company being launched
  - Expected to launch new brand at Quadbridge customer conference June 8 to June 10<sup>th</sup> held in Montreal.
- Branding positioning strategy
- (Open to suggestions – not mandatory) – new name of the company

## Scope and size of the project

This is a new brand that needs to be created from the bottom up. The company values for Swivel are the following:

- Commitment to customers
- Innovation
- Agility – able to adapt to customer needs
- Simplicity

## Features and Functionality

The agency needs to create a new brand persona for Swivel to be able to Go-to-Market with the new service offering being announced June 8 to June 10<sup>th</sup> 2020.

## Competitor Information

- CBCI Telecom
  - <https://www.cbcitelecom.com/>
  - Specialized in video conferencing services
    - Video conferencing becoming part of the unified communications suite of products
- Managed Solution
  - [www.managedsolution.com](http://www.managedsolution.com)
  - IT solutions integrators – provide services to integrate multiple technologies into a seamless offering
- MicroAge
  - <https://www.microage.ca/>
  - IT solutions provider – cloud services

## Project Timescales

Deadline for brief submissions	March 13 <sup>th</sup> 2020
Invited agencies to present proposal	March 20 <sup>th</sup> 2020
Agency appointed	April 3 <sup>rd</sup> 2020
Project ready	May 22 <sup>nd</sup> 2020
Go live (if applicable)	June 8 <sup>th</sup> 2020

## Project Budget

- The budget for the project ranges from \$35,000 to \$70,000 CAD

## Contact Information

- Aleem Mohummed
- 514-983-4856
- amohummed@quadbridge.com
- 10am to 5pm availability
- Please contact via email and if live conversation is required, please book a conference call to discuss requirements in further detail.

## How the Project will Be Awarded

- Creativity, demonstration of customer value proposition and design (50%)
- Cost (20%)
- Alignment to branding brief (10%)
- Previous experience in market (10%)

## Required Response

A response is required no later than March 20<sup>th</sup> 2020 as new brand needs to be revealed at the customer conference on June 8<sup>th</sup>. The preferred date of obtaining the submissions are on March 13<sup>th</sup> 2020.