

Client Case Study



LANDynamix



BRANDQUANTUM

IGNITE CONSISTENCY

LANDynamix

REBRANDS AND DELIVERS BRAND CONSISTENCY WITH BRANDQUANTUM



INDUSTRY

Information
Technology and
Services

SOLUTIONS

- > BrandMail

RESULTS

- > Tamperproof email signatures which are centrally managed
- > Consistently branded email signatures and banners included on all emails to both internal and external recipients
- > Quick and easy access to pre-approved email content and documents that can be attached from within Outlook
- > Email tracking available via BrandQuantum's analytics tools to provide business insights on email activity

EXECUTIVE SUMMARY

For small and medium companies, often spending time on branding initiatives and implementing new technology solutions can detract them from their core offering.

For LANDynamix, the need to upgrade its brand and introduce tamper-proof and consistent email signatures while focusing on meeting its client's needs, led it to BrandQuantum. The team at BrandQuantum handled the entire logo refresh, designed the email signatures and rolled out its BrandMail solution to ensure that every email signature is consistent across the company.

CHALLENGE

LANDynamix, a managed IT services company based in Johannesburg, works with large corporate clients across the country and needed to deliver a professional and consistent brand across all its email communications with clients. At the same time, the company didn't want to detract from its client commitments and spend time designing email signatures and rolling out a complex solution across its growing employee base.

LanDynamix needed an email signature solution that could easily be implemented, in terms of design, roll out and usability, with minimal time investment from the company. It also wanted to be able to make changes to the signatures, such as contact details, or add new employees quickly and seamlessly as needed.

SOLUTION

After exploring a few email signature options, LANDynamix turned to BrandQuantum to help refresh its branding and implement its Outlook-based email solution BrandMail. This enabled LANDynamix to brief BrandQuantum on its branding requirements, which included refreshing the brand graphics around the company logo and rolling out consistent and tamper-proof email signatures across the organisation, all the while LANDynamix focused on its client commitments.

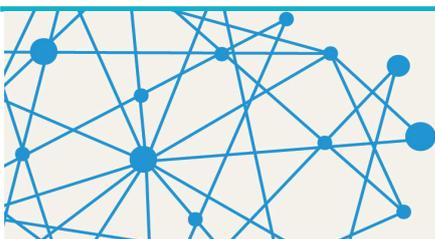
BrandMail provided additional features that were invaluable in helping to build LANDynamix brand in all of its email communications. The solution eased the process for employees to access the latest branded documents, such as marketing collateral, sales documents, brochures and legal agreements, from an easy to use ribbon within Outlook. This ensured that only the latest documents, containing accurate and approved content, were sent out and minimised the chance for legal implications in sending out the incorrect documentation.

RESULTS

By appointing BrandQuantum, LANDynamix was able to do more than buy a solution, they briefed BrandQuantum to redesign the logo and brand elements which the company did quickly. Once the mock-ups were approved BrandQuantum implemented its BrandMail solution across the company. This was a huge benefit for LANDynamix as it wanted a solution that would allow it to focus on its core business rather than have to set up the solution on its own.

Since implementing BrandMail, LANDynamix has delivered consistently branded emails to all its clients and prospective clients and built brand awareness amongst all of its email recipients. Clients have commented on the professional appearance of the emails and employees have enjoyed the ease of use of BrandMail's solution.

It has been just as easy to add new employees to the backend as soon as they've joined the company and they are immediately able to start sending out emails that automatically include the branded email signatures. The biggest benefit is that employees have quick access to the latest marketing and sales documents from within Outlook. This adds greater peace of mind that they are sending off the correct information and approved content at all times.



THE LANDYNAMIX WAY
IN-DEPTH UNDERSTANDING,
IN-DEPTH SOLUTIONS!
 OVER 12 YEARS OF **INDUSTRY EXPERTISE!**



CLIENT TESTIMONIAL

“ BrandQuantum is an innovative company that is ahead of the game. They offer a superior product and believe in it. BrandMail has proven to be more than an email signature solution, it is a state of the art central management console that has helped us to deliver consistent branding across all our email signatures including the branded documents that we can easily send to our customers at the click of a button from within Outlook. ”

PETER CLARKE
Managing Director, LANDynamix

ABOUT BRANDQUANTUM

BrandQuantum's innovative and secure brand consistency and integrity solutions help organisations to overcome their critical brand implementation challenges and assist them in achieving brand consistency across multiple platforms. BrandQuantum's solutions include BrandOffice®, BrandMail® and BrandForms® which ensure brand consistency at every customer touchpoint.

> Contact us for more information visit www.brandquantum.com or email us on ignite@brandquantum.com

ABOUT BRANDOFFICE® AUTOMATED BRANDING FOR DOCUMENTS >



BrandOffice®, developed by BrandQuantum, is a software solution that seamlessly integrates with Microsoft Office to empower every employee in the organisation to automatically create consistently branded documents, PowerPoint presentations and Excel reports and ensures the brand remains relevant as it evolves.

ABOUT BRANDMAIL® EMAIL SIGNATURES AND CONTENT ALIGNED >



BrandMail®, developed by BrandQuantum, is a software solution that seamlessly integrates with Microsoft Outlook to empower every employee in the organisation to automatically create consistently branded emails via a single toolbar that provides access to brand standards and the latest pre-approved content.

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COMPLETE CONSISTENCY.

