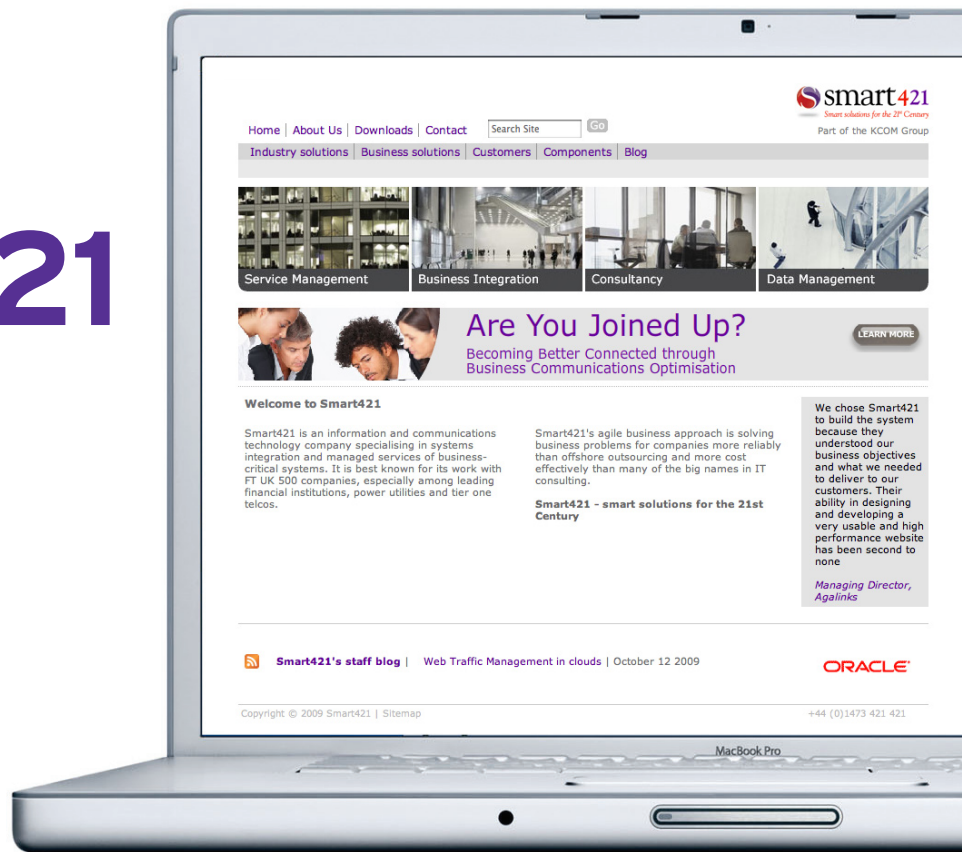


# CASE STUDY SMART421



## WHEN

2000 - present

## OUR CLIENT

Smart421 specialises in systems integration and managed services of business-critical systems for large organisations with complex IT requirements.

## WHY THEY CAME TO US

Smart421 launched in 2000, when two parts of a leading consultancy decided to pursue different technological directions. Armed with a name, industry-leading technology skill sets and a portfolio of high quality clients, Smart421 wanted to build a brand identity that reflected its ambitions and would help establish its new self rapidly in the market place.

## WHAT WE DID

Working with Smart421's management team, our first task was to establish the new company's distinctive 'voice' - a process through which we defined the company's brand character, and set the launch marketing strategy, target audiences, customer propositions, year one marketing plan and delivery mechanisms.

Using these as cues, our next task was to translate these into a distinctive corporate identity - a comprehensive suite of logo, graphic design and colour-way treatments that were implemented throughout Smart421: from the décor of the company's new headquarters building through to its fax header sheet.

Central to the implementation of the customer approach was the creation of a website designed to make the company highly visible and accessible to customers.

## HOW IT WORKED OUT

Whilst trends in IT are fast changing and Smart421 has constantly 'tuned' its offer to meet customer needs and technological developments, the company's corporate identity has proved to be robust and effective enough to remain relevant.

Throughout the past ten years we have acted as Smart421's lead design agency, continuously developing materials that assist them to capitalise upon newly presented opportunities. Moreover, confident of our relationship, Smart421 has invited us to act as its design partner in customer projects that have a high corporate identity component.

Smart421 is now well established, part of the KCOM Group, and is achieving its ambition to grow through developing leading-edge technology projects on behalf of a broad base of prominent customers.

**"We think of Page Nine as part of the team. As a technology provider we look to keep ahead of the pace and revisit what we do all the time so that we can do things better. We challenge everything, but it testifies to the strength of the identity that Page Nine created for us that it's just as vibrant and relevant is projecting what we're about today as it was at the outset."**

Neil Miles, CEO

