

CASE STUDY / DATAENDURE

DataEndure, formerly CMT, was looking to reposition and rebrand their company in a way that would bring their security portfolio and key differentiators to the forefront. They also wanted to refresh their messaging, website, and sales collateral to reflect the new company story.

THE CHALLENGE

CMT had a 30-year-old name, and it did not reflect their current offerings or plans for the future in terms of their customers' needs. The CMT website also needed to be modernized with responsive design, and all messages and materials would need to be updated. An effort as far-reaching as this required strong continuity to ensure alignment of all messages and materials around the new position, name, messaging, and brand identity.

WHAT DID PEARSON DO FOR DATAENDURE?

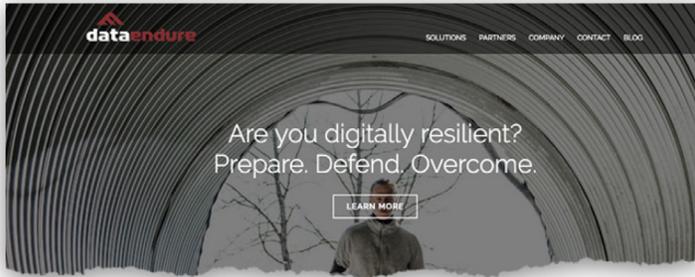
Pearson & Co. was brought in to create new messaging for CMT and create a new brand for the company from the ground up. We began by repositioning CMT around an emerging opportunity, "digital resilience." Positioning around this idea highlighted CMT's security portfolio while also tying in their existing portfolios of storage, information management, and datacenter infrastructure. The positioning helped give a central focus for the company and gave CMT a runway into the future.

Once CMT's leadership agreed on the positioning, we began development on a new value proposition. Over the course of multiple workshops with the senior staff at CMT, we developed a new value proposition that included drill-down messages around CMT's key differentiators. We looked at what other companies in the space were doing and created a clear delineation between differentiators and table stakes. Through this process, we created crisp messages that could easily be used to describe what CMT does differently than anyone else.

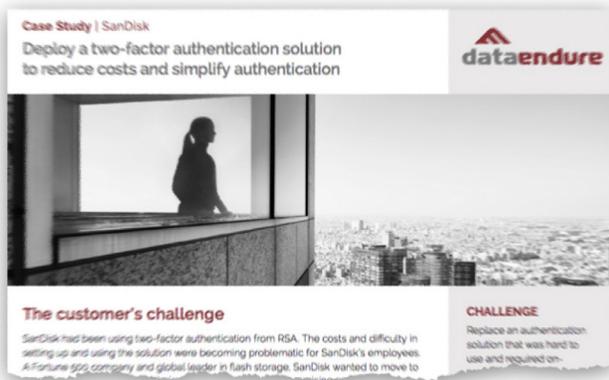
Once the messaging was complete, we began developing a new name, logo, and look and feel. The development process happened over the course of just four months, and, in that time, we captured the important aspects of CMT's value proposition to come up with the company's new name along with a look and feel that was clean and modern. CMT became DataEndure, a name that clearly reflected the new value proposition of "digital resilience" and their current offerings. The new name, logo, and look and feel were all rolled out at a big motivational launch, and the employee response was overwhelmingly positive.



A new name and logo clearly reflected their current offerings and the value proposition of "digital resilience."



New website information design, copy, and content reflected the company's new and modern positioning.



10 customer case studies provided content for the updated website and helped showcase DataEndure's differentiation.

Much like the look and feel, the new website was modern and provided the company with a design that echoed their position around digital resilience. Our work on the website included the information design, development of all the website's copy, and the development of ten customer case studies. These case studies were used to populate the new website and highlight DataEndure's key differentiators across their areas of expertise.

WHAT HAPPENED?

The new name, messaging, look and feel, website, and logo have been a resounding success.

- Customers can more easily understand what DataEndure does, what they sell, and the business is more clearly differentiated versus its competitors.
- Partners and employees have been supportive of the change, and the name is resonating well with customers.
- The new positioning is already garnering leads, and making progress with new target prospects.

HERE'S WHAT YOU NEED TO DO.

If you want to equip your field, call **Jenee Gatto** today at **408-540-5305**. Or, if you'd like to explore more contextual selling best practices such as strategic messaging, high-value pursuit support, sales playbooks and guided selling tools, visit us at www.contextual-selling.com.