

Background/Challenge

In 2009, Arc Consultants, an IT consulting firm, developed a new web-based, automated software testing tool. The SaaS application was unique to the market in that it could be used by technical and non-technical people alike. Arc Consultants came to Mlicki for assistance in reinventing itself as a software company.

Solution

Mlicki helped the client through a complete business planning cycle which included renaming, rebranding and a full go-to-market strategy for its business and suite of products. Through a series of interactive naming workshops, we renamed the company Janova, and repositioned it as a software company.

As part of the rebranding initiative, we developed a variety of internal branding materials including a brand “onboarding” book to seed the organizational purpose and communicate the brand’s positioning to associates. We designed a new identity and collateral system to represent the brand. Development of initial brand assets culminated with the development of the Janova corporate website and sales collateral kit. We also assisted with product pricing, made recommendations on market segmentation and developed a strategic and tactical marketing plan, in order to successfully launch its new products.

Results

The Janova brand has been very well received both internally and externally.

“Mlicki approached us with a methodology of rebranding that began at our core and worked outward. We first decided on a new name-- Janova, and from there built the new identity that you see today.

We successfully introduced the rebranding of Janova to the company, where it was met with a warm response and great reception. Mlicki has not only been available to assist with questions and concerns associated with our brand but also the direction and overall picture a company like ours should take.”

Brian Lusenhop
Product Manager

