

## CoffeehouseDigital helps Edgewing establish a consistent and compelling brand message

### Identity Development



#### Key Benefits

- CoffeehouseDigital has the expertise to focus on the essentials of what makes Edgewing tick.
- Re-engineering communications strategy creates a consistent and succinct message.
- Emphasising core values and strengths delivers a unified and persuasive presence.
- Clearly defined and effective marketing collateral supports sales campaigns.

#### Expertise that can be trusted

Founded in 2002, Edgewing is one of the UK's leading data integration software consultancies. It was recently acquired by Business Objects (UK) Limited, the UK subsidiary of a large global software company.

As part of a major marketing initiative Edgewing concluded that its branding and imaging could be better aligned to deliver a more consistent focus on its core identity and strengths. The company recognised that an independent third-party's involvement was essential in gaining a truly objective perspective. But the challenge was to find a partner it could trust implicitly and which had the expertise to distil the company's essential elements into a meaningful and compelling messaging strategy.

#### Persuasive presence

Edgewing put its faith in CoffeehouseDigital to help carry out a wholesale reassessment of the company's underlying vision and to provide a comprehensive re-engineering of communication strategies to create a unified and persuasive presence in the marketplace.

*"CoffeehouseDigital helped draw out the essence of what we are all about as an organisation and to present ourselves more effectively to clients and prospects. It was time and money well spent and they gave us an excellent service."*

**Steve Crook,  
Managing Director,  
Edgewing.**

"We wanted CoffeehouseDigital to help us define what we stood for as a business," explains Edgewing's Managing Director Steve Crook. "It was something that we had not clearly articulated before and it was clear that it would be very valuable to drill down into what we were all about and to communicate effectively what we could do for our clients."

From a series of meetings and workshops CoffeehouseDigital analysed the characteristics that defined Edgewing's business model and what differentiated them from their competitors. These characteristics became the central theme for the development of structured messaging for communicating the key strengths, values, competencies and aspirations of the business.



Examples of Edgewing collateral

**edgewing** Business Intelligence Reference Data Alignment Data Integration

As Business Intelligence becomes ever more critical to running and regulating organisations, increasing focus is being applied to the quality and integrity of information.

Using a combination of best-in-class software and consultancy, Edgewing takes a 'foundation-up' approach to ensure the right information flows between the right systems, to the right people and at the right time – but above all, is based on data they can trust.

**Business Intelligence starts at the foundations**

**Building the foundations**

At Edgewing, our philosophy will always be that business intelligence starts at the foundations. Getting the foundation data right to support a sound and thorough understanding of how an organisation is operating and performing is vital to its continued success.

Organisations today face a common issue of deriving business value and gaining competitive advantage from increasingly more complex systems environments. Add to this the need for accurate and reliable reporting processes to fulfil compliance regulations, and an effective data management structure becomes a key issue that all companies must address.

It seems that with every new initiative, more data is held within an organisation's systems: more customer information, more information relating to products, finance, employees and suppliers. The list goes on. In addition, the number and complexity of interactions required between these systems continues to grow.

**Exploring the Technology**

Edgewing's position as a Business Objects Platinum Partner gives us access to the full range of Business Objects products that give organisations the power to track, understand and manage enterprise performance.

The combination of best-in-class software and Edgewing's proven approach, empowers organisations to make the most of their investments – helping their business perform more efficiently, improve management productivity and make critical decisions with confidence.

**Edgewing's capabilities:**

- Application Support
- Data Integration
- Data Integrator Training
- Data Migration
- Data Warehouse Design & Implementation
- Management Dashboards
- Performance Management
- Project Health Check
- Project Scoping & Management
- Proof of Concept
- Reference Data Alignment
- Upgrade Planning

**Key Issues:**

At all levels of your organisation, do the right people have the right information to do their jobs effectively?

Do you have complete confidence in the information you base your decisions on?

As the world's leading Data Integrator consultancy Edgewing is able to call upon unrivalled technical and business experience in this area. Edgewing delivers best-practice in Data Management architecture, design, and delivery to ensure trusted information gets to the right systems and individuals at the right time.

**edgewing** data integration

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**Steve Crook,  
 Managing Director.  
 Edgewing.**

**The answers we needed**

"CoffeehouseDigital helped us get the answers we needed," says Steve Crook. "It was hard work but very rewarding and enjoyable. It was very valuable to go through the process, get the team together and to agree what we stood for and what we were trying to achieve as a business. What came out of it was a set of succinct messages which we could then go on to communicate out to a wider audience. It has certainly helped us present ourselves professionally to our clients and prospects."

The next stage was to employ CoffeehouseDigital's design expertise to create a consistent brand, image and vocabulary that would present the messaging in an effective light.

**Pride in the product**

"CoffeehouseDigital made it extremely easy to get the look and feel just right," says Jayne Crook, who managed the design project for Edgewing. "Compared with a number of other agencies I have worked with CoffeehouseDigital made it very straightforward and were great to work with. The initial brand design brief was interpreted so well that it allowed us to move swiftly forward to the rest of our company collateral, from business cards to website development.

"We were extremely proud of the material we produced and it was very well received," continues Jayne Crook. "It was seen to be very professional and reinforced Edgewing's messages. Our marketing material helped lift Edgewing from a small company to something much bigger."