

An abstract graphic on the left side of the slide, consisting of white lines and circles on a blue gradient background, resembling a circuit board or data flow diagram.

# 4DATA BRANDING PROJECT

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JUNE 26<sup>TH</sup> 2020

# INTRODUCTION

- 4DATA Technologies LLC is a Saudi Arabian IT company which was established in the year 2003. The company has not experienced much growth in the past due to conflicting partner strategies. Those issues have been completely resolved and the strategy is unified. As a result the company would have to undergo transformation to deploy the new strategy. This resulted in the company creating a big transformation plan. This presentation details the Branding part of the transformation.

# OVERVIEW

- Sector: IT Professional Services
- Model: B2B
- Current Category: System integrator
- Current specialty: Passive & Environmental IT infrastructure components e.g. Racks/Cables/DC
- Post transformation specialty: Current + Cloud Transformation Services + DC infrastructure management services
- Target Segment: Organizations with IT systems serving 200+ users
- Target clients: CTO, CIO, IT Infrastructure Managers

# VISION & MISSION

- Slogan: “Your Technological Eyes”
- Vision:

To be the most trusted Information technology resource in the local market
- Mission:

To design, build and deliver our services/products with the sole purpose of meeting our customer’s best expectations, completely and fully satisfying their needs to achieve the ultimate goal of helping the greatest number of people.
- Values
  - Financial profit is a bi-product
  - Truthfulness & Honesty
  - Integrity
  - High quality
  - Easy use
  - Corporate Social Responsibility

# GOALS

- Integrity, high moral, and ethics are the basis of the company's business conduct.
- Only deliver high quality and fully functional products/services of supreme reliability.
- Fully deliver what is promised.
- No service is given that can't be guaranteed.
- It's the customer's right to receive a prompt Response.
- Every customer's request must be honored.
- If technology exists, every solution can be made.
- The company's working environment must meet the highest professional standards.

# BHAG (BIG, HAIRY AUDACIOUS GOALS) AND VIVID DESCRIPTION

The organization will become a community (not company) that is loved more than respected by customers and employees, where ethics control everything. A small world where people would be happy and safe. Employees of the company are carefully selected, they are the population of the community, their life goals would be part of their job planning. The community will help every and each employee to grow and prosper in their own lives regardless of their job responsibilities. The community will develop and deliver products/services based on complex ideas/technologies that would have the potential to significantly improve lives of large groups/organizations/companies.

# KEYWORDS

- Ethics
- Trust
- Quality
- Reliability
- Minds
- Intelligence
- Community
- Value
- Happiness

- Transparency
- Idea
- Solutions
- Serve
- Help
- Friends
- Technology
- Artificial
- Data

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# BRANDING PLAN - LOGO

- Logo:

The current Logo is



- Requirement:

Change the logo completely following IT company Logo best practices



# COMPANY SERVICES

- Check [www.4datagroup.com](http://www.4datagroup.com)
- New services to add
  - <https://www.virtusa.com/technology/cloud/>

Note: Currently the company does a lot of physical deployment activities e.g. cabling, data center civil preparation. The company's new strategy is to slowly phase out labor intensive services and move towards software and intelligent infrastructure devices only.