

Relevant Technology • Raving Results™



Introducing the all-new Datamax tagline—a distinctive statement that represents a forward-thinking company united in the pursuit of “*Creating Raving Fans.*” For those who may not be familiar, a tagline (*a.k.a. brand positioning theme*) is a phrase that accompanies a brand name that quickly translates a business’s positioning and brand identity into a single line (*a tagline*) that’s meaningful to customers and prospects. Great taglines have a number of common attributes. To the right is a sampling of the attributes and questions we used as a litmus in the tagline building process, and at the bottom, is a little deeper insight on powerful word selections we used.

- Is it short?
- Is it memorable?
- Does it inspire?
- Is it believable and original?
- Does it convey a customer payoff?
- Does it differentiate and/or convey competitive advantage?
- Does it reflect our identity, character, promise and personality?

Preliminary logo/tagline treatment. Other vertical logo options exist.



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It all begins with the word **RELEVANT** and an emphatic acknowledgment that ...

- it’s about the holistic, exhaustive discovery of customer needs supported by useful, expert consultation—*not about a quick quote,*
- it’s about developing, orchestrating, and maximizing solutions that matter to customers—*not about just selling stuff, and*
- it’s about the customer and the needs they convey—*not about us, or assumptions of what we think they need.*

In the end, it’s about considering what is relevant and the confidence that great sales and raving customers will come from such a mindset.

TECHNOLOGY is at the core of who we are and what we do. When we talk technology ...

- it’s about being as recognized as a trusted go-to company who can recommend and deliver the widest array of technologies—*and as a result, build confidence that we indeed have “IT” and “Our Customers” covered,*
- it’s about the kind of innovative thinking that maximizes business processes and empowers customers with the freedom to focus on their forte—*managing their business, not their technology, and*
- it’s about retaining a connection to our rich history—*from taglines of the past (i.e. The Technology People, Uniting Technology. Empowering People.), technology will remain front and center.*

Technology, and the delivery thereof, will always be reinforced with innovative thinking and demonstrated trust.

RAVING, like no other word, expresses our promise, our personality and our passion. As we reflect on the word Raving ...

- it’s what we want our customers to authentically feel—*it’s not something that can be faked,*
- it’s the extravagantly enthusiastic appraisal that we seek of our efforts and our organization—*yet remain conscious that such is fragile and must be earned each and every day, and*
- it’s a crystal clear connection with our united mission to “*Create Raving Fans*”—*at the heart of what will inspire and influence the growth of our business for years to come.*

So what’s the formula for “*Creating A Raving Fan?*” ... Expertise plus execution plus a whole lot of enthusiasm in everything we do.

Which leads us straight to the bottom line—**RESULTS**, as in ...

- the real world demonstration of how to increase operational efficiencies and maximize our customer’s return on technology investment—*helping make every budget dollar count.*
- building and orchestrating solutions that produce measurable business value designed to position our customer’s successfully for the future ahead—*that which only a valued partner can or would do, and*
- caring to be accountable for our solution recommendations and service and support responsiveness—*maintaining unwavering conviction to each and every commitment and promise we make.*

Our sensitivity to deliver technology that produces “*customer payoff*” and “*customer success*” is all about results—and a powerful differentiator for Datamax.