



## Allen Systems Group (ASG)

### The Challenge

To showcase its extensive product line of more than 150 software products and to promote the company's growth through acquisitions, Allen Systems Group (ASG) sought a company that could design and implement an integrated marketing communications campaign. ASG wanted a company to redesign its Web site with enhanced functionality and create a new corporate identity, a revamped tradeshow booth, and new sales brochures and product catalogue templates.

With multiple marketing goals and an objective of making its customers aware of the full breadth of ASG offerings, ASG was faced with the challenge of revamping its brand quickly to support its solid reputation as a global software solutions company.

### Our Strategy

Keymind developed a robust search engine for customers to locate ASG's wide selection of products and service offerings easily. To help streamline content management and reduce costs, Keymind created a comprehensive

administration system to ease site maintenance and inform customers of product launches and new information. In developing ASG's marketing and sales tools, Keymind's designers decided to present ASG's value statements in a clear, attractive, and eye-catching way. In less than 2 months, Keymind designed and produced a full suite of corporate collateral and tradeshow materials, resulting in an influential and effective brand for ASG.

### The Impact

Keymind was able to address all of ASG's communication needs from digital design and development to traditional marketing strategies. Keymind introduced logical site navigation and memorable print designs to transform the Web site and branding campaign into valuable marketing tools that have earned the praise of staff and customers alike.