



Case Study: Strategic Discovery Process

PCA TECHNOLOGY GROUP

INDUSTRY

Technology

ABOUT THE CLIENT

PCA Technology Group offers a wide range of technology services such as software development, cloud computing, VoIP telephony solutions, and network consulting.

Formerly known as The PCA Group, the firm is a regional information technology company positioned as a single-source partner for a wide range of IT services. Since its founding in 1989, PCA has been providing a personalized, consultative approach to IT services, including software development, cloud computing, outsourced IT services, and VoIP/Unified communications.

Opportunity: The firm had done little marketing of late but realized they needed to refresh their brand image and broaden exposure. The industry has little brand differentiation and consists of firms with many similar sounding names and offerings. PCA had the advantage of a loyal client base that appreciated their expertise and commitment to customer service.

Our Role: Valmark Associates employed its *Discovery Process* model to develop a full understanding of this client's goals and objectives. Competitive analyses were completed, and market research (executive interviews and external focus groups) suggested that while customers really appreciated the firm, awareness was relatively low among prospects. Clients and prospects alike wanted a technology partner that focused on their needs and less on the interests of manufacturers/providers selling specific products. Outsourcing all or part of their IT remained a strong interest with both clients and prospects.

“Valmark Associates brought our team together, and helped to enhance our brand image. Joe and his team have strong creative and problem solving skills, and have had a significant impact on our organization.”
Mike Olfano, CEO, PCA Technology Group

Valmark Associates made recommendations related to organizational structure, branding and advertising. First, the firm streamlined its management structure. Subsequently, they modified their name to become PCA Technology Group, to clearly identify their services and differentiate the firm from competitors. Next, the firm's logo was modified and a tagline was selected that clearly positioned the firm as one focused on customer needs: *The power of listening*. A series of B2B print and digital ads as well as new collateral materials were developed to launch the new identity program and increase awareness of the firm's offerings. Future plans call for an expanded marketing effort including other media.

Result: PCA Technology Group received strong feedback from clients, as well as other anecdotal evidence suggesting that the program is working. Awareness among prospects has improved, and customers have greater recognition of their full suite of offerings.

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