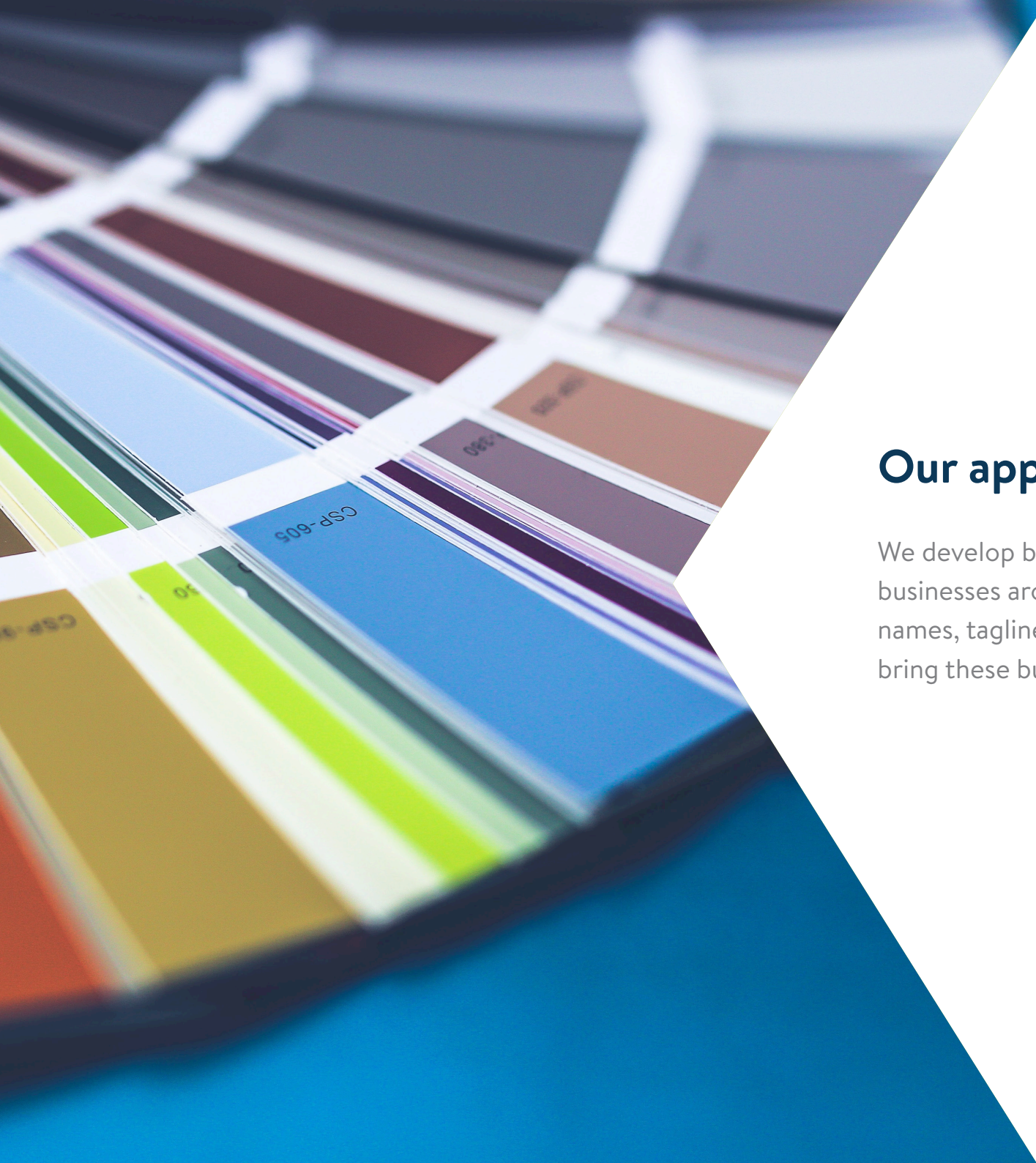




# SaaS Branding from the SaaS Marketing Agency



[www.xandermarketing.com](http://www.xandermarketing.com)



## **Our approach to SaaS branding**

We develop brands that capture the essence of SaaS businesses around the world. We then create the names, taglines, key messages and logo designs that bring these businesses to life.

## We don't just make things look pretty!

There's a difference between developing a brand and creating branding. We do both.

We'll analyse your positioning, USPs and values before developing cohesive rationales for what you stand for as a business.

We'll then let our creatives loose to 'dress the brand' and bring it to life through logos, graphics and brand marks which we roll out across your website and marketing material, even into your sales proposals and working documents.





## What do we create?

We create brand touchpoints, from your Facebook page to your offline advertising, that share a tone of voice and a seamless design. To be believable, a SaaS brand's story must be cohesive; to evoke loyalty, your branding must be authentic. Try and fake it, and your target market will see right through you.

## SaaS brands we've helped to evolve

Examples of the brands and branding we've created, the tone of voices we've developed and the trust we've helped to portray.





## ETZ

New brand positioning, branding and website for a leading recruitment software product. Supporting a change in positioning from just 'back office' to a full recruitment tech stack.

[> Brand Development](#) [> Website](#) [> Design](#) [> Illustration](#)

# **“There’s a better way to grow your recruitment agency.”**

“The ultimate recruitment tech stack – because you’ve got better things to focus on.”

“You get on with the recruiting, we’ll take care of the rest.”



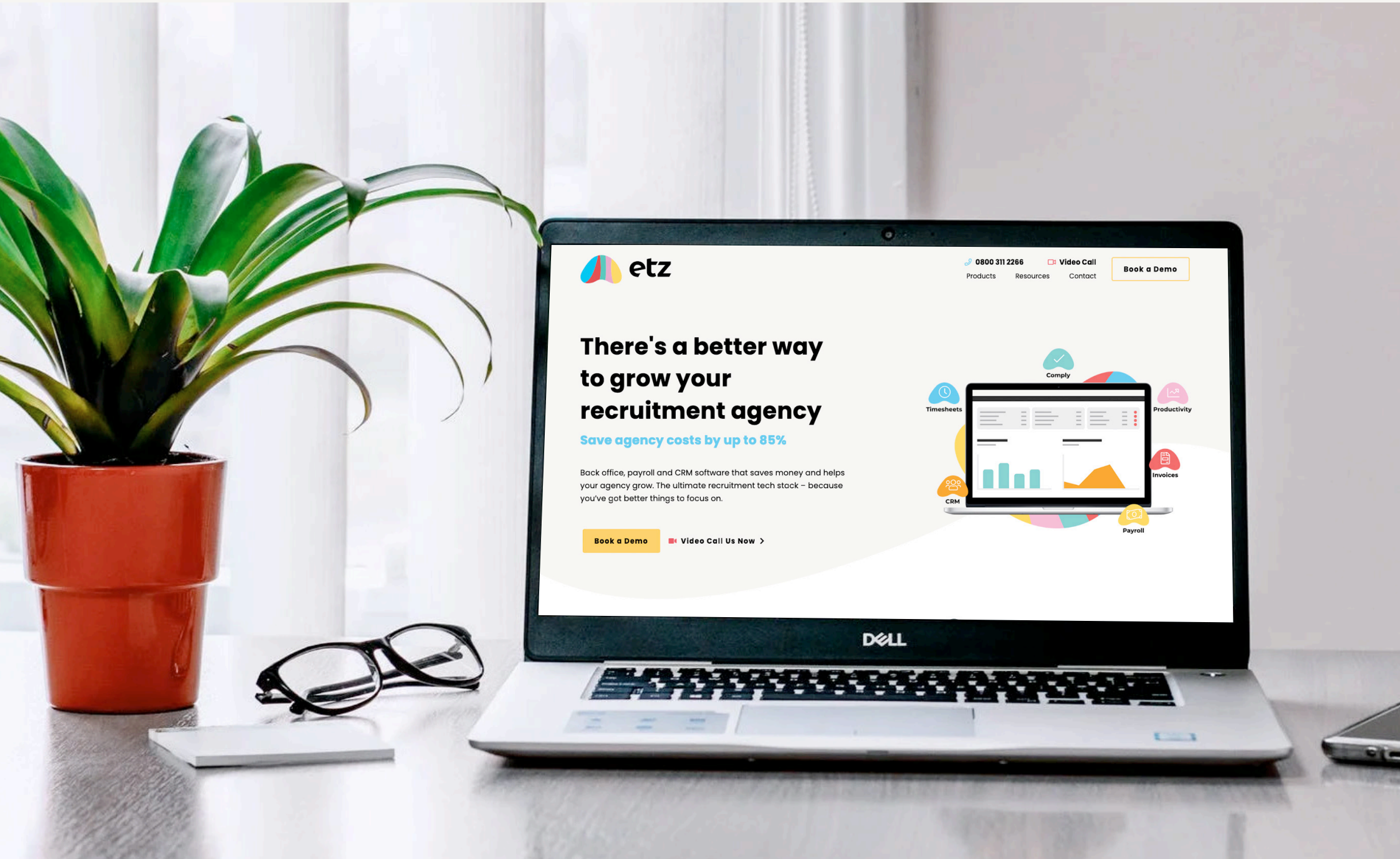
Multiple colours representing different product areas.

Simple typographic mark created from a customised font.



Lowercase typeface to represent ease of use and simplicity.





0800 311 2266

Video Call

Book a Demo

Products Resources Contact

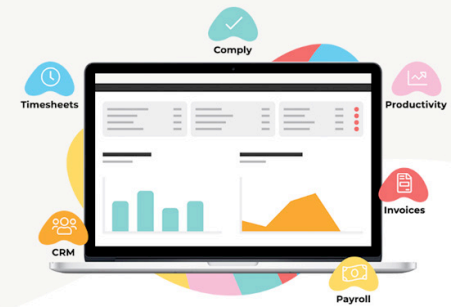
## There's a better way to grow your recruitment agency

Save agency costs by up to 85%

Back office, payroll and CRM software that saves money and helps your agency grow. The ultimate recruitment tech stack – because you've got better things to focus on.

Book a Demo

Video Call Us Now >





## ETZ One

Spin off from ETZ focusing on a solution for a different market. Logo and website was created in just 2 weeks.

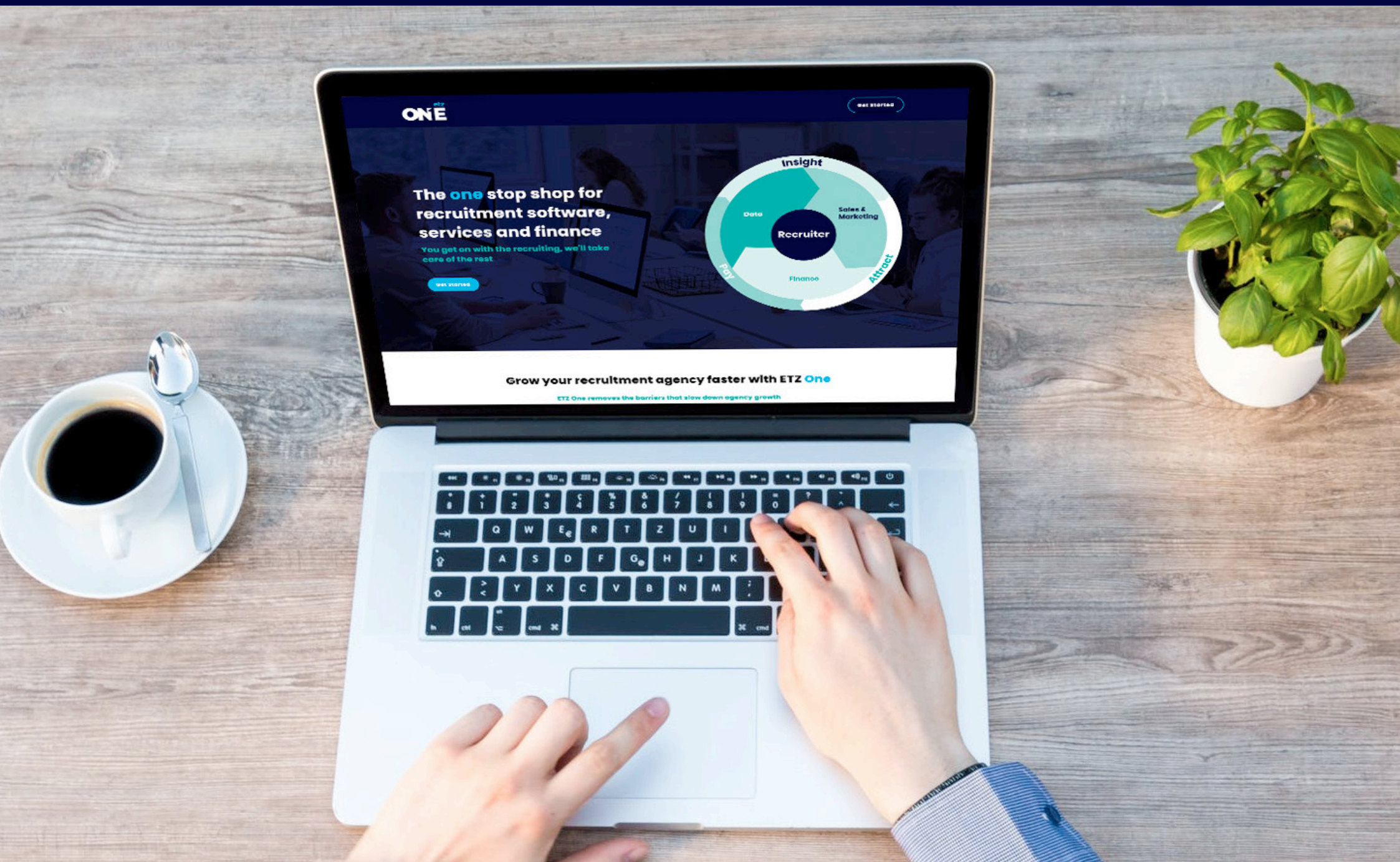
[> Brand Development](#) [> Website](#) [> Design](#)

**“The one stop shop for recruitment software, services and finance.”**

“Grow your recruitment agency faster with ETZ One.”

“ETZ One removes the barriers that slow down agency growth.”





ONE

GET STARTED

The **one** stop shop for  
recruitment software,  
services and finance

You get on with the recruiting, we'll take  
care of the rest

GET STARTED



Grow your recruitment agency faster with ETZ One

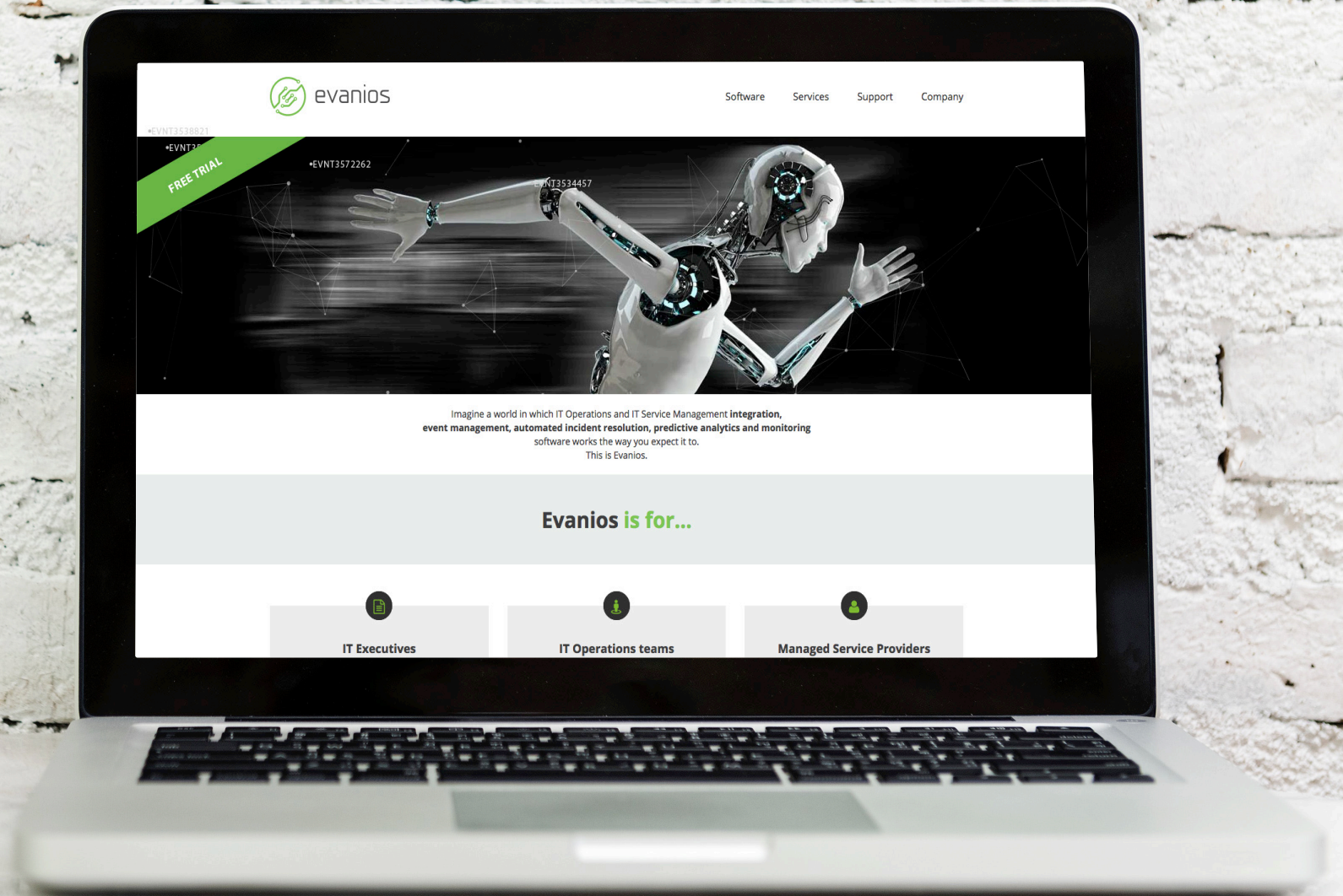
ETZ One removes the barriers that slow down agency growth



## Evanios

Enterprise SaaS solution that required a modernised and evolved brand, a new website, custom graphics and this branding rolled out across all marketing.

[> Brand Development](#) [> Website](#) [> Design](#) [> Illustration](#)



FREE TRIAL

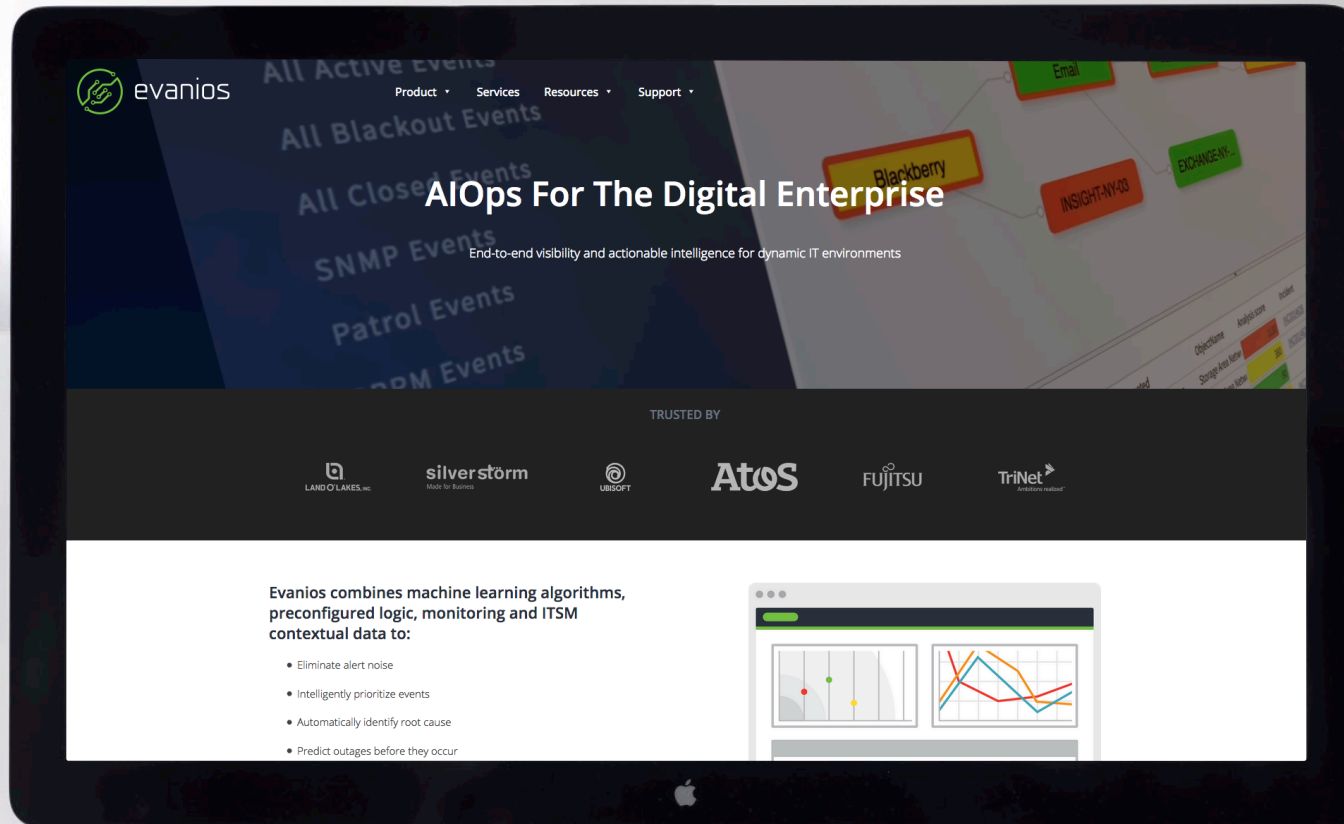
Imagine a world in which IT Operations and IT Service Management integration, event management, automated incident resolution, predictive analytics and monitoring software works the way you expect it to. This is Evanios.

Evanios is for...

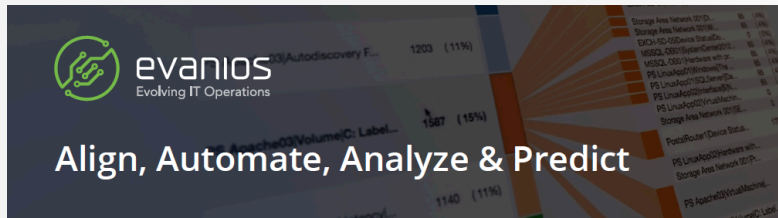
IT Executives

IT Operations teams

Managed Service Providers







**Align, Automate, Analyze & Predict**

*"Built upon the ServiceNow® platform, the Evanios approach is to fully integrate event management, automated incident resolution, predictive analytics and monitoring directly into a unified workflow. The result is an intuitive and seamless model that enables IT organizations to move past the arbitrary separation between event and incident management and instead focus on the management of services from a business value perspective."*

**Charles Araujo | Intelxy Analyst**

## Align

Improve control, visibility, and collaboration by integrating all your monitoring events and metrics on a single, secure enterprise cloud platform.

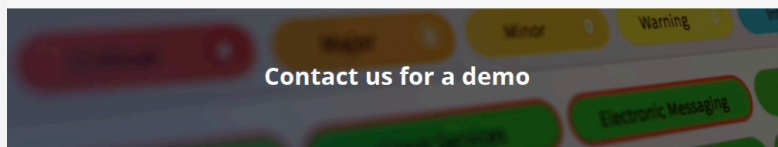
Because Evanios runs directly within ServiceNow®, your team can leverage their existing skills while connecting every monitoring tool into the single system of record. This level of integration enables unification of all source data and the creation of powerful visualizations, while providing a migration path to automation, advanced IT Operations Analytics (ITOA) and predictive analytics that reduce operational cost and MTTR.



Evanios monitoring, event management and predictive analytics unified within ServiceNow®

## Highlights

- Align event management, monitoring, & IT Operations Analytics (ITOA)
- Packaged and supported integrations provide quick time to value
- Hybrid cloud-based monitoring augments or replaces existing capabilities
- Unified architecture provides direct migration path to automation & predictive analytics



**Contact us for a demo**

[www.evanios.com](http://www.evanios.com)



**Evanios Integrations**  
Connect any monitoring tool into ServiceNow®



**PRE-BUILT**  
Supported integrations deploy quickly & easily with no code required



**OPEN API**  
Support for CMD line, TCP/UDP, REST, SNMP, log file and web service



**PRE-FILTER**  
Enrich and transform all events before they are sent to the cloud

**Key Benefits**


- Visualize and manage IT health from a single platform
- Packaged and supported integrations provide quick time to value
- Reduce development costs and provide a long term support solution



**Supported Integrations**

• ADDM	• AppDynamics	• Azure	• BPM
• CloudWatch	• Connect Intelligence	• DataPower	• Dynatrace
• OEM	• OnCommand	• OMS	• Opsview
• op5	• Nagios	• NetApp	• New Relic
• NetIQ	• Nimsoft	• NMMI	• Patrol
• PRTG	• Qualys	• Quest	• Riverbed
• SCCM	• SCOM	• SevOne	• SiteScope
• SMARTS	• SolarWinds	• Spectrum	• Splunk
• Sumologic	• Tibco	• Tivoli Enterprise	• Veritas
• VMware	• WatchNet	• Zabbix	• Zenoss


[www.evanios.com](http://www.evanios.com)



**Packaged Integrations**  
Evanios pre-built integrations deploy quickly and easily. Form-based configuration allows you to parse data, normalize fields, rephrase event text, and filter events, without custom code.

**Secure, reliable transport**  
Events are collected locally using EVA Consolidation Points. This architecture limits the number of systems sending data out to the cloud. Limits firewall rules, and submits data using secure outbound HTTPS communication. Consolidation points are highly available, and can be configured in an active/active or active/passive failover scenario.

**Reduce the noise**  
Evanios can pre-filter, enrich, and transform events before they are sent to the cloud - thereby reducing the risk of event floods and adhering to event management best practices.



EVA CONSOLIDATION POINT

- **CMD Line** - Send event command line interface is available as PERL or compiled executable on Windows, Linux, Unix
- **SNMP** - Can receive SNMP traps, easily parse into events
- **Log File** - Monitor log files for log entries that are significant
- **TCP/UDP** - TCP and UDP listeners can be configured for HTTPS to legacy systems
- **Web Service** - Simple REST / XML web services interface to the agent is available for quick, native application integration

**Accelerate development of custom integrations**  
Evanios provides an open integration toolset that supports common integration methods such as SNMP and command line client. Custom integrations can be performed quickly, enabling complete coverage of the IT and IoT landscape.

**CONTACT EVANIOS**

[www.evanios.com](http://www.evanios.com) | [contact@evanios.com](mailto:contact@evanios.com) | Phone: +1-407-550-0332 | Toll-free (US): +1-855-465-0660

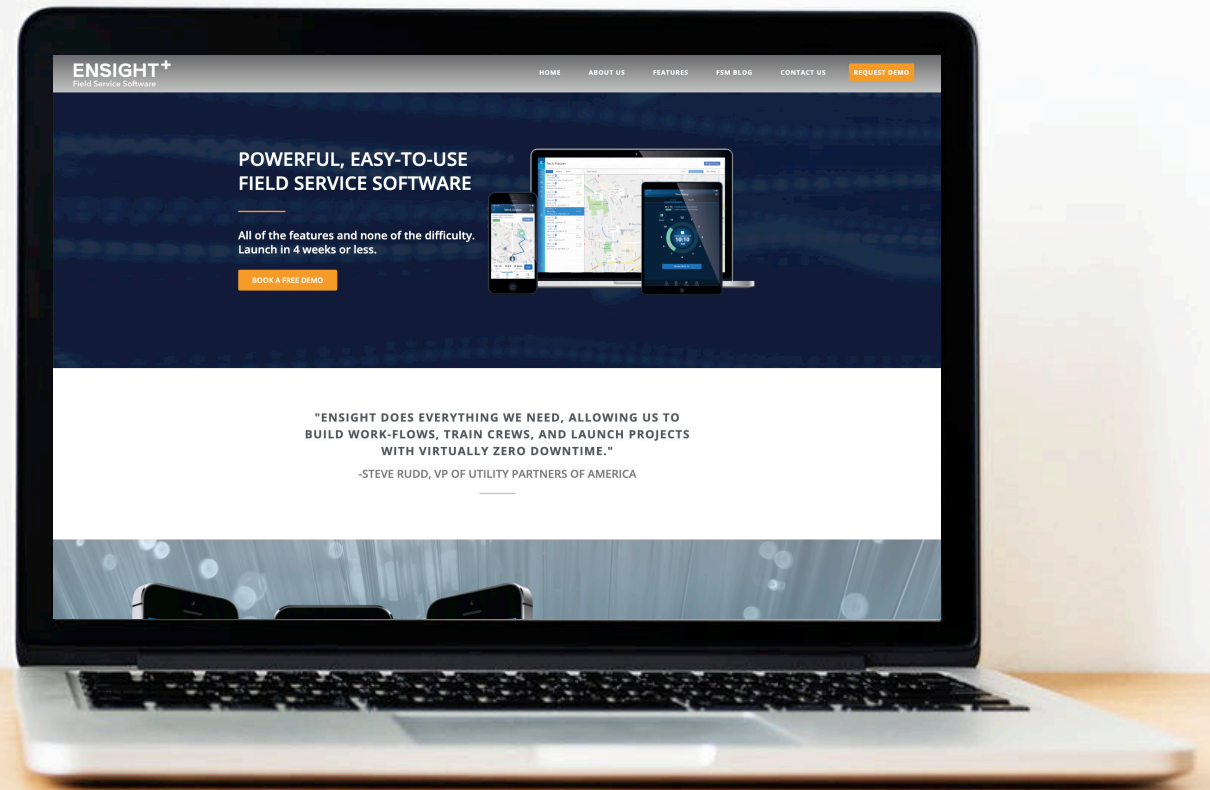
[www.evanios.com](http://www.evanios.com)

# ENSIGHT+

## EnSight+

Brand Strategy, new branding and website for field service SaaS EnSight+ to help determine the direction that should be taken to stand out against competition, raise brand awareness and generate more customers.

[> Brand Development](#) [> Website](#) [> Design](#) [> Illustration](#)



**“Work order management software PLUS a whole lot more.”**

“It’s a fully customizable software that works for you – any way you want.”

“EnSight+. Customization + Collaboration + All-In-One Software”



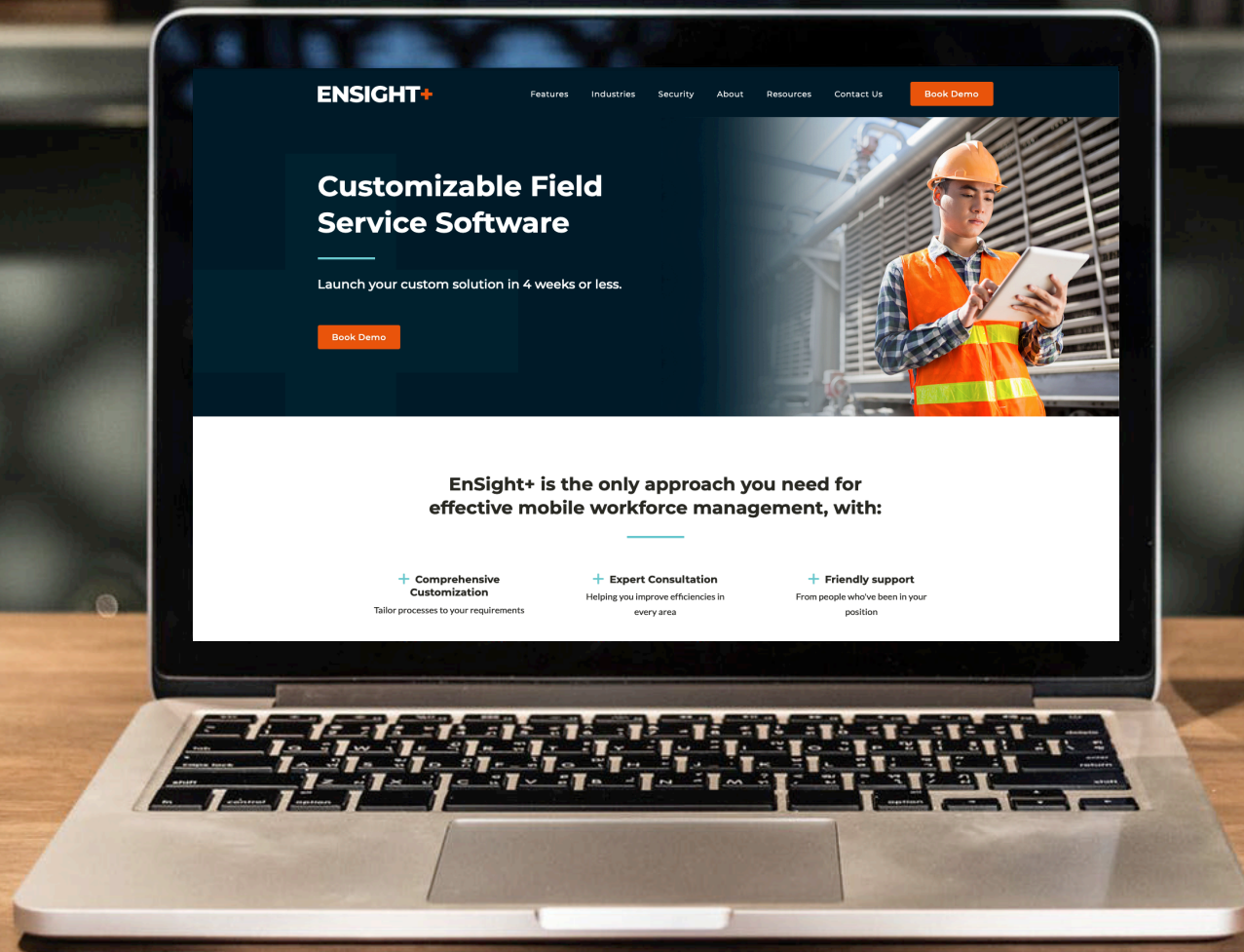
“+” symbol used as a background element throughout the brand to reinforce the “plus” terminology.

Clean, bold font used to secure brand name recognition.

“+” symbol used in a highlight colour to add depth to the brand image.

**ENSIGHT+**

Capitalised typeface represent a strong position in the marketplace.



ENSIGHT+

Features Industries Security About Resources Contact Us

Book Demo

## Customizable Field Service Software

Launch your custom solution in 4 weeks or less.

Book Demo

EnSight+ is the only approach you need for effective mobile workforce management, with:

+ Comprehensive Customization  
Tailor processes to your requirements

+ Expert Consultation  
Helping you improve efficiencies in every area

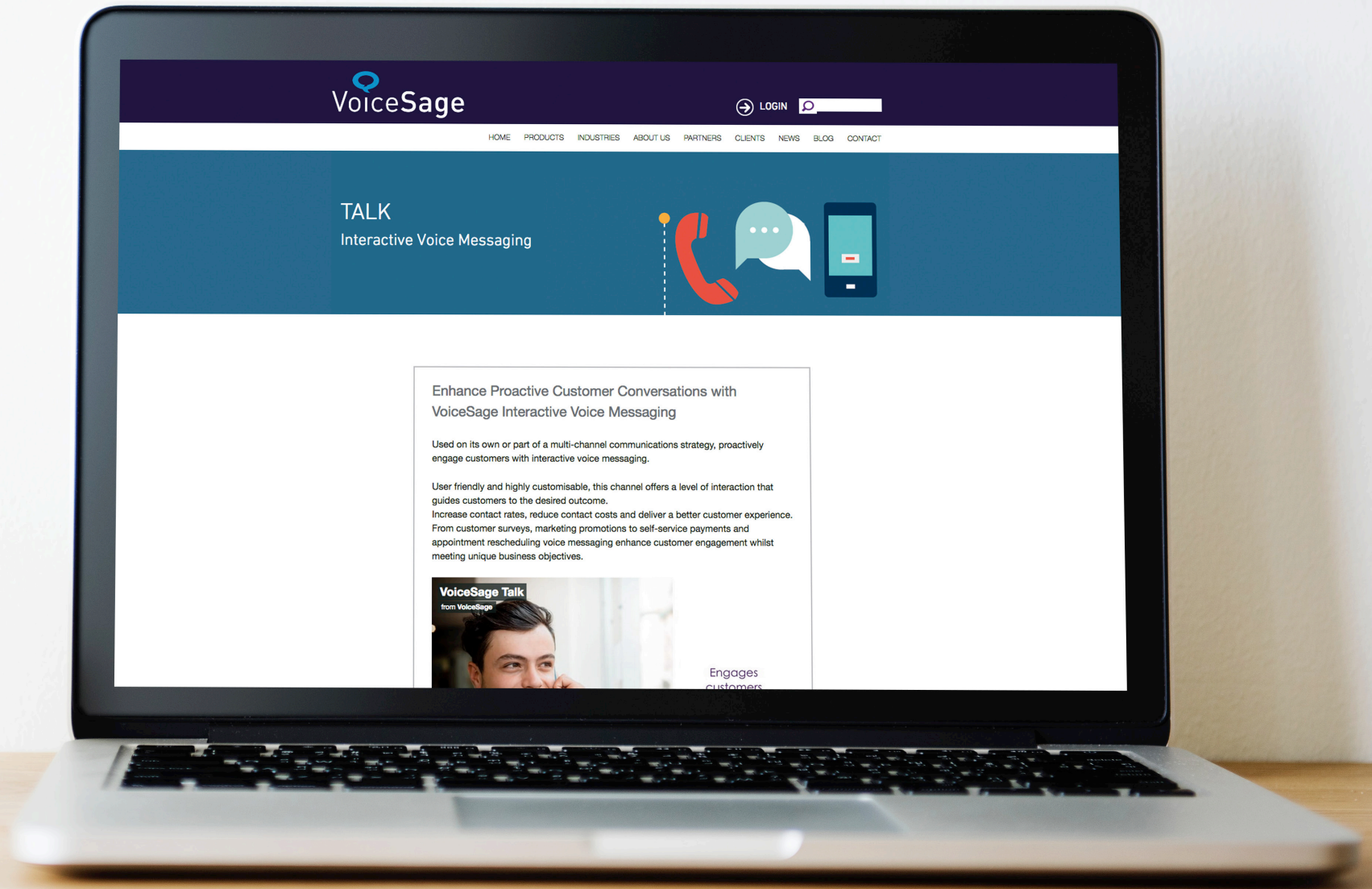
+ Friendly support  
From people who've been in your position



## VoiceSage

Enterprise SaaS for 'application to person' technology. A tired website and messaging needed a complete overhaul.

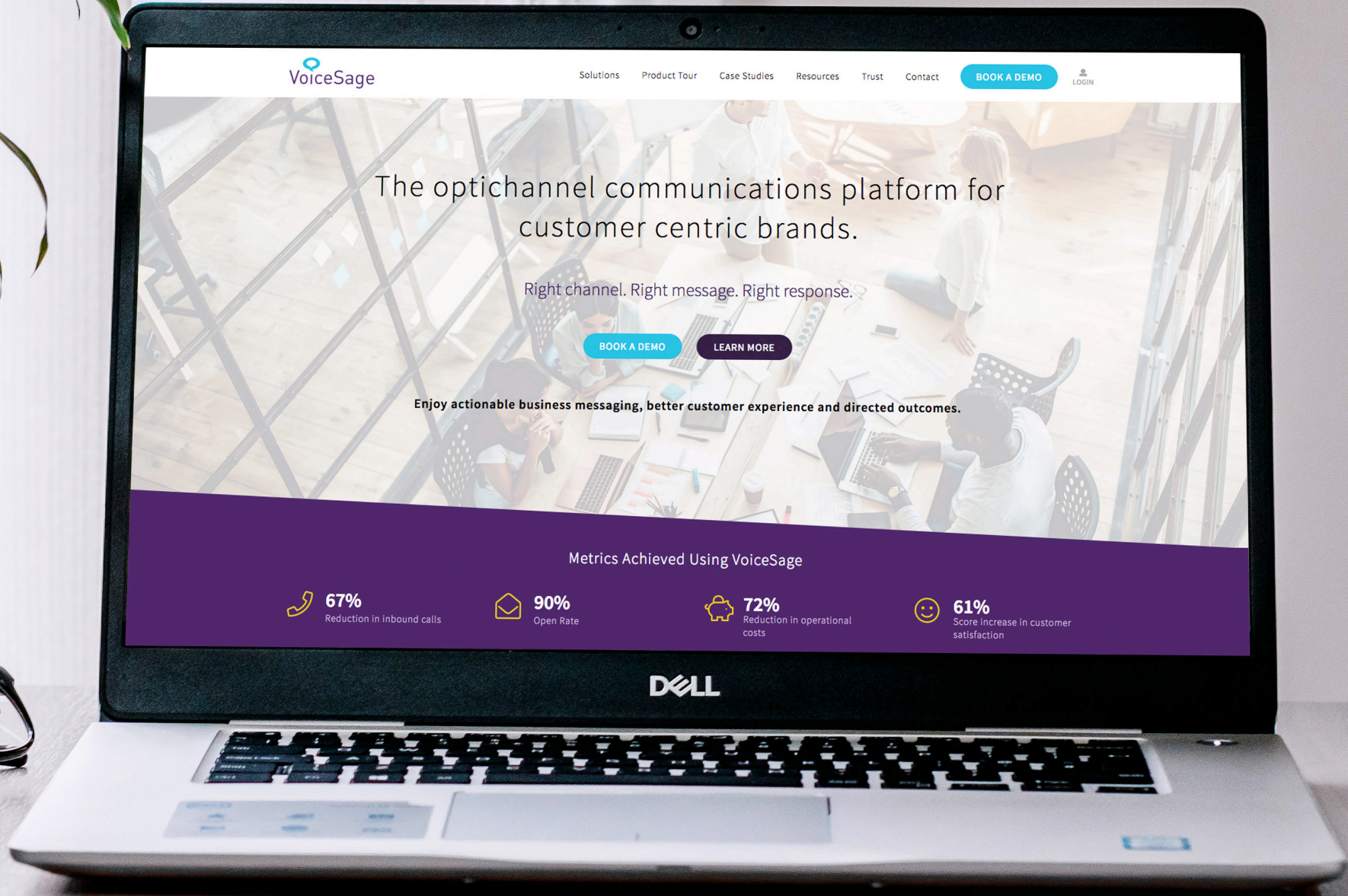
[› Brand Development](#) [› Messaging & Voice](#) [› Website](#) [› Design](#)





**“The optichannel  
communications platform  
for customer centric brands.”**

“Right channel. Right message. Right response.”



# The optichannel communications platform for customer centric brands.


Right channel. Right message. Right response.

[BOOK A DEMO](#)

[LEARN MORE](#)

Enjoy actionable business messaging, better customer experience and directed outcomes.

## Metrics Achieved Using VoiceSage

 **67%**  
Reduction in inbound calls

 **90%**  
Open Rate

 **72%**  
Reduction in operational costs

 **61%**  
Score increase in customer satisfaction

DELL



## Top 10 tips on How to Improve Contact Centre Performance and Customer Experience

Customer engagement in today's multi-channel environment is challenging and is sometimes considered complex, but it really doesn't have to be. These 10 tips when applied to an overall contact strategy will have an immediate impact on improving contact performance and customer experience and ultimately getting the customer to do what you want them to do (whatever that might be).

### 1. Understand why customers call

Gain a clearer understanding of why customers make contact. Before you can tackle the issues that impact contact volumes and associated costs, it is vital to get a clearer picture of why customers are calling.



### 2. Measure it

Identify the metrics you are trying to improve. The cornerstone of any customer contact strategy is clearly identifying what needs to be achieved, e.g. reduce delivery 'no shows' and failures, increase customer contact rates, drive customers back into the call centre to talk to an agent or increase customer 'self-cure' interactions. Know what you want to achieve and make sure you can measure it.

### 3. Review customer contact process

Review how customers are contacted and agree on how the initial outreach will be set up. For example, this can be as simple as saying that customers with landline numbers should receive interactive voice messages or customers with mobile numbers receive an SMS.

Even better, use existing customer data to target customers via their communication channel of choice. Sounds daunting? With the right service provider this is easily achievable and can be live faster than you may think. Employ a provider who uses business intelligence as a foundation of their contact solutions.



### 4. Automate, Automate, Automate

Streamline as many contact touch-points as you can. Remove friction by reducing steps that slow the process down and automate them. This reduces costs, improves contact rates and when done correctly will most definitely improve customer experience. As customer data is gathered this process can become more sophisticated allowing customers to be contacted via the channel that they respond to most often – text, voice, e-mail etc.

[www.VoiceSage.com](http://www.VoiceSage.com)

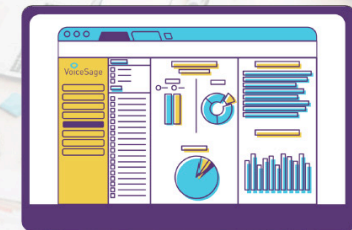
[www.XanderMarketing.com](http://www.XanderMarketing.com)



## Using API Technology for Customer Engagement

A guide to the VoiceSage Optichannel platform.

Real examples of how brands are streamlining and automating the customer journey to add value, create efficiency, improve customer satisfaction, and generate revenue.



VoiceSage | Right channel | Right message | Right response

© 2018 VoiceSage [www.VoiceSage.com](http://www.VoiceSage.com)



## CleanerPlanner

Zero touch SaaS product for window cleaners that needed to 'step up' with new professional branding, a website and messaging.

[> Brand Design](#) [> Website](#) [> Messaging & Voice](#) [> Design](#)

# “Software that helps your business shine.”

“Manage and grow your window cleaning business the easy way.”

“Put customers, jobs, rounds and more at your fingertips. Automate invoicing, reminders and payments so you get back the time to take your business to the next level.”



Simple design element used to enhance brand recognition.

Bold font style to highlight the key term.



Clean, sans-serif font to portray a modern look and feel.



CleanerPlanner

How It Works Who It's For Success Stories Pricing

Login Free Trial

## Manage and grow your window cleaning business the easy way

Put customers, jobs, rounds and more at your fingertips. Automate invoicing, reminders and payments so you get back the time to take your business to the next level.

Free Trial Try it free for 30 days!

TRUSTPILOT

### Software that helps your business shine

**Save time and get more done**  
Save at least 20 man hours per month



**Take control of payments**  
Integrated Direct Debit and card payments



**Information at your fingertips**  
Customers, jobs & invoices all in one place



**Manage and organise better**  
Take control of your team and workflow

**iOS & Android mobile apps**  
Worksheets on smartphone, tablet or paper

**It's easy to get started!**  
All the support you need to get going 24/7

Take the Tour

MacBook Pro



## ResourceSpace

Messaging evolution and rolling new branding out for leading open source DAM software.

[> Brand Development](#) [> Messaging & Voice](#) [> Design](#)



**“ResourceSpace is  
your space.”**

“The digital library with endless  
potential.”

“ResourceSpace for charities: When  
minutes matter, ResourceSpace will  
help you make a difference.”

A ResourceSpace case study

## Scotch College



ResourceSpace

resourcespace.com

### Keeping communities connected with photo uploads

For schools whose students board away from home and have a varied social calendar of events and excursions, it's important to keep family members in touch. This has long been a challenge facing Scotch College in Western Australia, a leading private school housing 130 live-in students, and a total student body of over 1,500. The ultimate aim was to form a collaborative and inclusive system to gather and share photographs and videos of school life with parents, students and staff.

When searching for a solution, Brad Tyrrell looked to ResourceSpace. As Dean of Information and Learning Technologies, Brad knew that Digital Asset Management software could form the basis of a multi-media portal accessible to everybody while selectively maintaining privacy. This system is now used jointly across both Scotch College and its sister school PLC, with another 1,100 students.

“ Parents, students and staff upload particular photos or videos they've taken of events around the College. The challenge was, how do parents get those to us? ”

He explains, “Parents, students and staff upload particular photos or videos they've taken of events around the College. The challenge was, how do parents get those to us? We had no mechanism of receiving photos and videos apart from them walking in or sending us a Dropbox link. Now they've been shown how to upload those files into the system, so they can take those photos, upload them straight into the gallery, and I can make them live that night.”



ResourceSpace case study: Scotch College

Page 2





## **Itility**

Cloud service provider and data centre Itility needed a complete brand, website and content refresh.

[> Brand Design](#) [> Website](#) [> Messaging & Voice](#)



Graphical element  
enhances focus on "IT".



Modern font choice.

A colour palette  
designed to stand out  
in the industry while  
portraying a calm tone.



## Metis

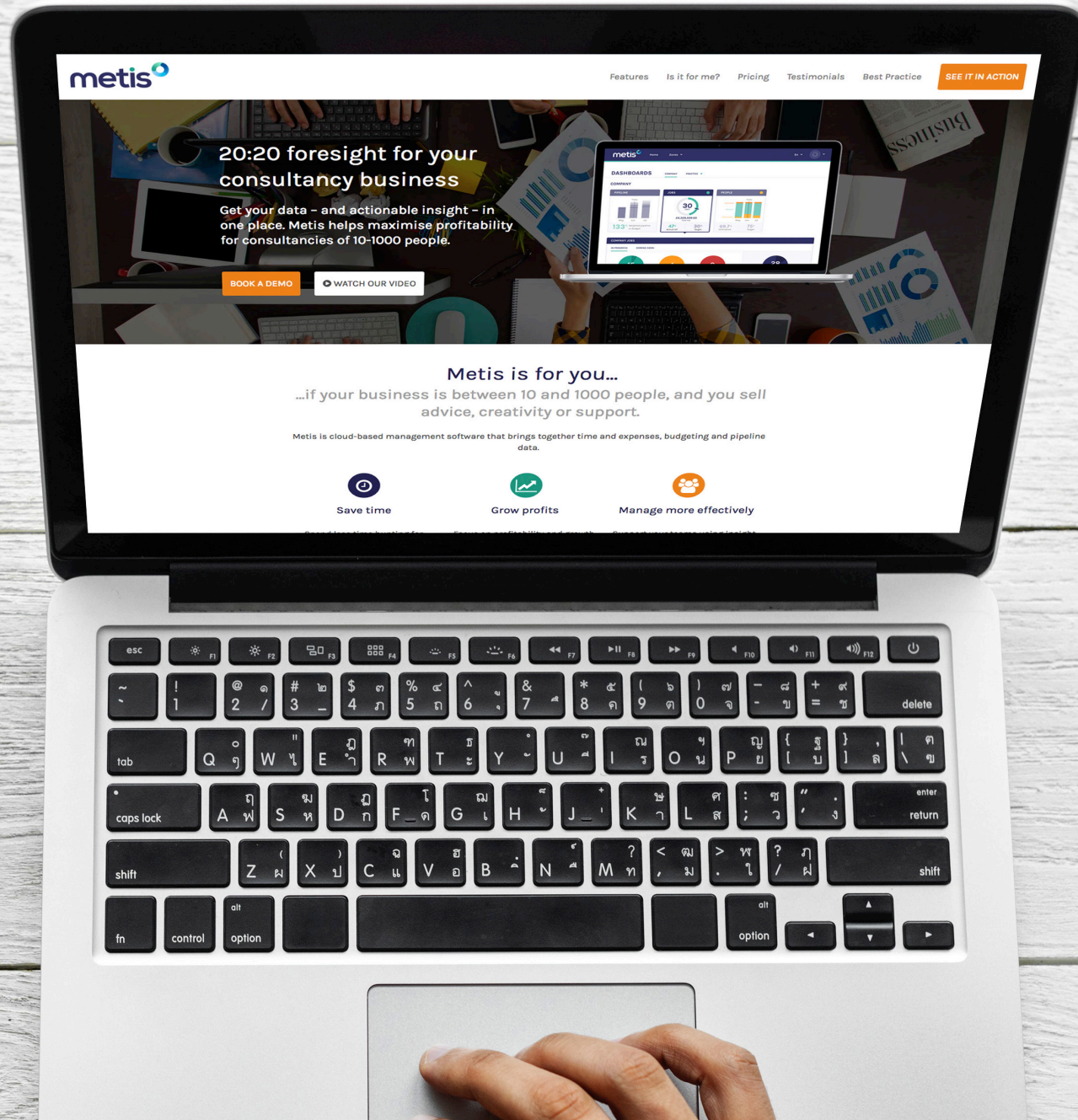
B2B Professional Services Automation (PSA) SaaS startup required messaging, content, a website and branding rolled out across its marketing.

[> Brand Development](#) [> Website](#) [> Messaging & Voice](#)

# “20:20 foresight for your consultancy business.”

“You do the great work, let Metis equip your business for greatness.”

“You’re in business to do great work for your clients. But before you focus on their business, spend five minutes every day with Metis and focus on our three simple steps to propel your own business forward.”



## 20:20 foresight for your consultancy business

Get your data - and actionable insight - in one place. Metis helps maximise profitability for consultancies of 10-1000 people.

BOOK A DEMO

WATCH OUR VIDEO

### Metis is for you...

...if your business is between 10 and 1000 people, and you sell advice, creativity or support.

Metis is cloud-based management software that brings together time and expenses, budgeting and pipeline data.



Save time



Grow profits



Manage more effectively



## BlueBridge One

A change of emphasis:

- From selling NetSuite first to selling BlueBridge One first
- Localising NetSuite for the UK market
- Outstanding local customer support

“We believe that the Unique Sales Proposition of BlueBridge One is its ability to service customers in a way that fits with UK business culture. It localises the product (NetSuite) and turns it into a true solution that is customised to overlay precisely with the customer’s needs.”

[> Brand Development](#)   [> Messaging & Voice](#)



## BlueBridge One New Elevator Pitch

“BlueBridge One brings together expertise in cloud-based technology, best business practices and the NetSuite business management software suite including ERP, CRM e-Commerce and POS to precisely address customer needs. We focus on delivering business solutions that help today’s entrepreneurs better manage their multichannel businesses faster by providing one complete solution for their Wholesale Distribution, In-store, Online and Mobile distribution operations. This drives growth through efficiency, reduced cost and enabling flexible and agile control of the supply chain.”

# “Join the dots with BlueBridge One.”


“Award winning NetSuite solutions for multichannel distribution.”

BlueBridge One is more than just another ERP reseller

- The first UK NetSuite partner and a leading Solution Provider since 2003
- A stable team of NetSuite certified consultants and developers helping 350+ multi-national customers

# Are you next to grow your SaaS brand?

Talk to us today

 +44 (0)330 223 2770

 [hello@xandermarketing.com](mailto:hello@xandermarketing.com)

 [www.xandermarketing.com](http://www.xandermarketing.com)