



Case Study

2008-2011

i-sys Corporation, Inc.
Charleston, South Carolina

www.i-syscorp.com

THE CLIENT: i-sys Corporation is a nationally recognized systems integrator, providing security management systems, end-to-end building automation and state-of-the-art fire protection systems to a global market. I-sys offers the rare combination of a company with a global reach and local execution; merging the strength of an industry leader with the dedication and commitment of a local provider. They have a regional presence in nearly every market in North America and Europe.

OUT-DATED BROCHURE, OLD PHOTOGRAPHY, 6 YEAR OLD WEBSITE. When the president of i-sys corporation, Bill Ohlendorf, contacted SMS, he asked us to “refresh” his existing corporate brochure, replacing the content with client testimonials. Ohlendorf also requested that the brochure be created for both the USA market and the UK market.

INDUSTRY EXPERT LEARNED LANGUAGE OF THE SECURITY INDUSTRY: SMS provided an industry expert to write the copy for i-sys many projects. To provide relevant marketing material, it was necessary to become immersed in the language of integrated security systems, fire and life safety systems, integrated HVAC systems, sustainable energy solutions and much more.

REBRANDING I-SYS WITH NEW BROCHURES, CUSTOMER SOLUTIONS AND WEBSITE. We took a more focused, holistic approach to rebranding and marketing i-sys products and services. By acting as their in-house communications consultant, we were embedded in their work-culture, assuring a greater understanding of products, services and business challenges. Bill Ohlendorf was extremely pleased with approach. Ultimately, we rebranded i-sys with:

- **Twelve page**, four color brochure for the US Market
- **Twelve page**, four color brochure for UK Market
Note: Brochure for UK sized different; American idioms replaced with UK idioms
- **9 Customer Solutions** sized and written for US Market
- **9 Customer Solutions** (same as above) for UK Market
Note: Customer Solutions for UK sized different, American idioms replaced with UK idioms
- **4 Press Releases** describing i-sys expansion in regional markets.
- **45 Page brand new website** with interactive global map

Strategic Marketing Services of Charleston, South Carolina is the marketing, branding and communications company responsible for producing this print campaign and stunning website for the i-sys corporation. **For your new website or next print campaign, give us a call.**

843 406-9800

jodynewman@sms-newman.com

