

Case Study

ValueLink

Sector: ValueLink provides validated Pricing (including full Valuation data services), validated Corporate Actions and OTC Valuation Counterparty Collection services within the NAV production process.

Market: Clients traditionally include buy side investment managers and fund administrators both in the long only arena and alternative fund services, as well as those active in OTC derivatives with requirements for counterparty data, evaluated pricing or a combination of both.



Background

ValueLink's unique provision of specialised, validated managed data solutions provides flexible, client focused and cost effective solutions that meet the changing demands of the investment market.

Objectives

- Incremental growth in turnover through existing clients.
- New opportunity prospect identification, leading to client acquisition.
- Improved communication of the proposition.
- Growth in turnover by £1m+.
- Increased value in the business.

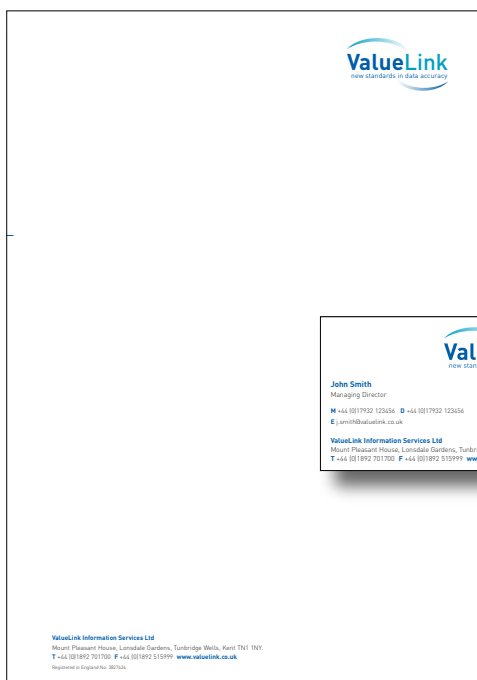
Solution

Shere conducted a **SHERE Plan** Review Workshop. The outcome was a set of recommendations concerning the corporate identity and communications. To move the business forward and achieve the stated objectives, there were key marketing actions that had to be taken.

The highest priority was in the area of branding. It became clear that the benefits and the value in the services delivered by ValueLink would be more easily communicated by the sales team and through all marketing activities if they were given distinct identities. The logical conclusion was to apply a branding methodology. We also recommended a modernising of the 'corporate identity'. Through these actions the foundations were laid for greatly increased effectiveness in the marketing and sales process.

Results

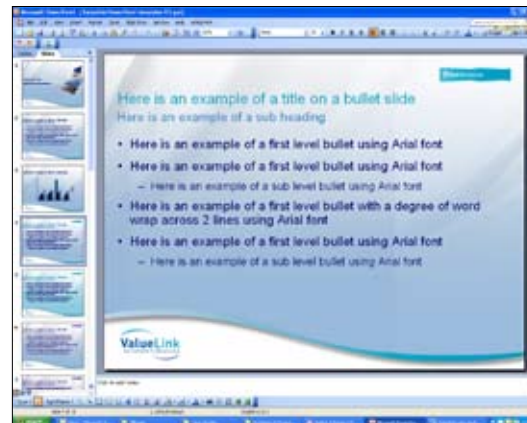
Prior to the recommended branding exercise, the ValueLink proposition had been held back by the dated and 'homespun' quality of its corporate identity. The brand development work undertaken has given ValueLink a clearer platform from which to communicate its unique offerings, and a more





accurate representation of the company's confidence and stature.

The new company and core services branding has been applied to the website and sales presentation materials. Only rolled out in Q2 2008, a full assessment of the effectiveness of the brand development will be undertaken in mid 2009. Immediate benefits have included an increased awareness and pride in the company internally, and Business Development Managers have found new confidence and ease in presenting the corporate offering externally.



Client comment

“The update to our branding has really invigorated our marketing activities. Feedback so far has been excellent; our smart new look has provided an opportunity to re-present the strengths of our offering to clients, prospects and staff alike. We're looking forward to rolling out the new branding fully across all our outward facing material over the coming year”.

Ashley Smith

Head of Business Development
 Valuelink Information Services Limited