

# Brand Connect

## Brand launch

bSmart unveiled its new brand identity. We go blue & infinite denoting the evolution of the company and possibilities or rather the infinite ways in which we can offer solutions to our customers. The identity expresses versatility, research focus and knowledge base to continuously innovate and enable customers with most advanced process automation solutions.

The awareness was created through online and offline campaign including emailers/ collaterals/ wall papers and branded goodie bags for internal and external customers, spreading key brand message; Innovation for business advantage.



## Values and beliefs

Everyone at bsmart work towards providing the most optimum and best solution to our esteemed customers and the partners. We believe maintain our values; ethics, commitment, confidence and accountability while collaborating with them and also interacting with our internal customer and other people in our lives. We believe to live our brand by following these values to the core. The awareness was spreaded through e-mailers and collats.



## TRIDENT stride

TRIDENT Stride; is an intelligent and collaborative software that sales force can use to document every interaction they have had with their leads and clients. On the other hand, executives have access to accurate and comprehensive reporting capabilities on their handset and computers. Putting the mundane excel sheet reports and manual system of leads management, bSmart registered a revolutionary application which enables the sales force about not just managing their leads effectively but also help them get automated business reports and one point information source to collaborate more efficiently with their clients. The data analysis on the move facilitates not only the sales force utilise their time productively but also this helps management take important business decisions. The TRIDENT stride was launched for bSmart sales force to utilize the software and perform much efficient than earlier. the awareness of the campaign was created through emailers and wall papers.

