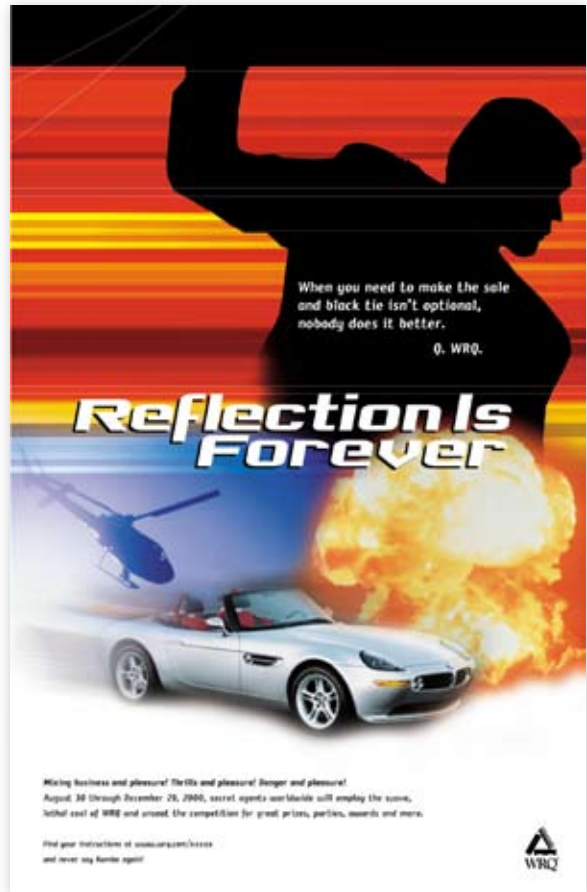


Print |



Approach:

The company is over 20 years old and, for most of its history, it has been known for its signature product, Reflection. As the product line expanded, the importance of communicating the benefits of the company increased dramatically. GIRVIN worked closely with WRQ's senior executives in the development of positioning for its core product lineup, from terminal emulation software to enterprise application integration software.



Result:

Our work included key product messaging, tagline development and ongoing brand consultation for WRQ. We have developed and given presentations for product positioning and advertising and have worked closely with our client contacts to assure a detailed understanding of market differences in each region.

"The team at GIRVIN is the best. They are professional, accomplished and right on target with the deliverables such as messaging, positioning and graphic expression. Perhaps the most meaningful measure of the effect of their work is the fact that since working together in 1999, we just finished the most successful year in our 18-year history. We have grown and gained market share at a time when our competitors have lost ground. We've succeeded in bringing a whole new energy and purpose to our marketing outreach. In no small measure the team at GIRVIN shares equally in our success."

Debbie DeGabrielle | Vice President of Marketing | WRQ, Inc.

Your legacy systems have helped you grow strong.



Why uproot them now? You don't have to start over to get ahead. Imagine integrating your legacy systems easily, adapting to changing customer needs faster, even receiving an early ROI — all without uprooting existing business applications. We're already doing that for 3 out of 5 Fortune 500 companies. And, WRQ's software is rated #1 in service and support. For case studies with proven ROI, visit www.wrq.com/ads/uk

Copyright ©2002 WRQ, Inc. All rights reserved.

