

## Success Story: Integrity School Solutions

### Moser Design Ignites Launch of Technology Solutions Provider

"The satisfaction of working with Moser to accomplish our marketing goals meant a great deal to us. We feel Rick and his team share in our success." – Dave Moravec, President

#### Read more to learn how. . .

- Moser develops new brand identity for startup
- New website increases sales leads and 24/7 customer education
- Time savings in sales process improves bottom line

#### Scope of Work

- Logo design
- Key messaging
- Website design
- Before vs. after motion graphics
- Success Story templates

#### Moser Trusted to Brand and Create Online Presence

As president of a new company, what do you do when you need an effective online presence, one that will generate sales leads and serve as an informational resource for current and potential clients? If you're Dave Moravec, President of Integrity School Solutions, you call on a trusted business associate who has the expertise you need.

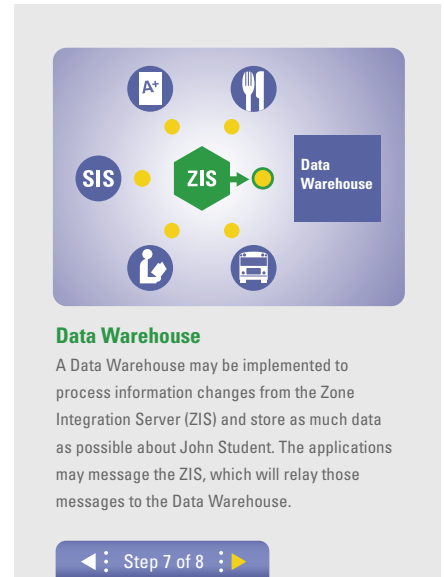
Moravec first enlisted Rick Moser to create a new logo for Integrity Schools as part of a branding initiative begun by their parent company Integrity Technology Solutions. Integrity recognized a growing market for software technology that helps schools integrate, consolidate and disseminate information, and created Integrity Schools to better serve this niche market, provide superior products and services and to sustain growth.

With the new logo complete, Moser and his team then designed a new website ([www.integrityschools.com](http://www.integrityschools.com)) that helps communicate value to its target markets: school district administrators and software vendors.

#### Web Site Streamlines Sales Process

Integrity Schools develops software "agents" that allow a school district's existing stand-alone management software applications to "talk" to each other and share information. The Integrity solution makes the schools more efficient and allows teachers to spend more time teaching and less time gathering student information. The company needed a way to educate school district administrators (their prospective clients) about these benefits.

(continued on pg. 2)



Motion graphics by Moser Design show how Integrity agents allow stand-alone applications to "talk" to each other and share data.

## **Success Story: Integrity School Solutions**

### **Moser Design Ignites Launch of Technology Solutions Provider**

As part of the new website, Moser developed a set of engaging and user-friendly motion graphics that shows clients how their current solution compares to an Integrity Schools solution (and of course, there's no comparison). The new site also contains branded templates that allow Integrity to easily share their customer success stories. In order to streamline the sales process, the site's Contact Us page gives potential clients the option of answering detailed questions about their company's needs. According to Moravec, this provides "a great pre-sales sketch of the client and enables us to begin research so that our next contact is as productive as possible."

#### **Time is Money**

Moravec also wanted the site to be a great educational resource for school districts and software vendors looking for this type of technology. He believes "the biggest benefit is the huge time savings." When soliciting clients offline, Integrity Schools personnel can direct them to the website for more detailed information. If clients need to learn more about any feature, they can be instructed where to find it on the site rather than waiting for a PDF to be e-mailed to them.

#### **The Results**

- An effective and engaging online presence
- Ability to present information to customers quickly and efficiently
- More sales leads
- Time savings in sales process

#### **Update: Moser Also Retained for New Product Branding**

Due to the success of this project, Moravec also retained Moser to brand a new Integrity Schools product called Achievement Gateway. Work was recently completed on naming, logo design and key messaging that communicates features and benefits for customers.

"I've recommended Rick many times over the years and this is entirely based on his ability to make it happen. He not only offers strategic and creative solutions, he does so with confidence about what is in the client's best interest," says President Dave Moravec.

---