



IT Service Provider Strengthens Market Position

LOGOS partners with Cisco to sharpen corporate identity, gain vertical focus, and spur growth.

Partner Name: **LOGOS**
Industry: **IT Services**
Location: **Cleveland, Ohio (headquarters)**
Company Size: **60 employees (at HQ and 7 offices)**

Case Study

Business Results

- Increased credibility with customers
- Proactive sales approach with defined vertical focus
- Shorter sales cycles and more wins
- Well-defined value proposition
- Strong corporate identity



Business Challenge

For more than two decades, LOGOS has given Ohio-based business customers the benefit of its technology strengths and Cisco® expertise. The strategic IT solutions provider delivers integrated multiservice network infrastructures that transform businesses through voice, video, security, and wireless solutions. Four Cisco certifications in advanced technologies and Cisco's Customer Satisfaction Excellence Award give them unique distinction within a broad field of competitors.

Despite its undisputed successes, LOGOS was still facing the challenges of the recent economic downturn. Competition was fierce, customer budgets were reduced, and the management team recognized that recent expansions were diluting the company's identity. Service delivery remained strong, but sales efforts were weakened by the lack of a strong company definition that could set them apart.

"I was getting different stories from the different teams within LOGOS," says Chris Tjotjos, the company's president, CEO, and owner. "There were too many versions of who we are. We have a lot of competitors, and many companies offer Cisco solutions. Clearly we needed to set ourselves apart."

LOGOS recognized the need for a clearly defined value proposition. Without a unified company story, sales lacked the

confidence needed to proactively identify and go after new opportunities. Similarly, the company recognized the opportunity to more effectively develop new markets, which called for a focused go-to-market strategy.

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Chris Tjotjos

President, CEO, and Owner, LOGOS



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Solution and Results

With strong working relationships and a history of collaborating with this service provider, the Cisco channel account team helped LOGOS turn its challenges into the opportunity to grow and strengthen its overall market position. Cisco introduced a holistic process and partner enablement methodologies to first assess areas of strength and weakness. People, processes, and strategies were evaluated in a Cisco Partner Discovery workshop.

“Cisco came in and first met with our executives and our marketing team,” says Tjotjos. “The channel team helped us not only identify our weaknesses, but also our strengths that could be better leveraged. We came away from the exercise with an understanding of where we wanted to go and how to get there.”

The Cisco-facilitated process identified areas for improvement and engaged sales, marketing, and service delivery teams at LOGOS in a 90-day action plan. At every stage of the process, LOGOS’ management team has been fully engaged and committed. The results have exceeded the company’s expectations and have affected how they interact with existing as well as potential customers.

“The Cisco-led engagement has brought our whole team together,” states Tjotjos. “It gave us a unique value proposition that we can clearly articulate. This is now at the forefront of our marketing materials, and customer presentations include a consistent explanation of our history, our people, our passion, and our services. Customers are really responding—they can now see how our people, our passion, and our services set us apart. This is a direct result of the Cisco Partner Discovery process.”

Today, LOGOS takes a more proactive, assertive stance in sales and marketing. Company strengths are more easily highlighted as part of its new value proposition, and vertical market strategies have been refined to turn past experiences into future wins. Ongoing support from the Cisco channel team is helping LOGOS not only survive its toughest year, but come through with a stronger brand and expanded customer base.