



CASE STUDY

BRAND MESSAGING

OFF SHORE PRODUCT DEVELOPMENT



TALENTICA BRAND MESSAGING

OFF SHORE PRODUCT DEVELOPMENT



BACKGROUND

Information Technology no doubt has become synonymous with Dynamic Change. It has helped India to converge with the world. It is also the one which has given world an opportunity to attain a competitive edge in their businesses. But, above all, it has also shown everyone that getting a product developed in India is no less than a Herculean task.

Talentica has been into this business for a substantial time now. Even in this business, a more focused positioning of being a Software Product Development Company, which is considered to be a 'crème job' and limited to a few who are worthy of having enormous technical expertise, still has attracted some high-powered competition. Product Development requires a different mind-set than the services mind-set. Deep technology expertise is a given. This mind-set differentiation must be conveyed by the brand without any translational loss between the business reality and perception built by the brand.

This has prompted Talentica to revisit their brand messaging to achieve greater revenue margins and longer client retention.

SCOPE & CHALLENGE

For the new brand positioning of Talentica Technologies (India) Pvt. Ltd. in Off shoring Product Development space, Onio builds on its expertise and knowledge of its earlier involvement with Talentica. Onio has been the branding consultant for some growth stage companies over the last few years and has been continuously involved through the growth of these companies.

Talentica operates under is loud about BOT model. It was at the fore to provide such a distinct engagement model to clients which gave them the opportunity to expand their businesses. But somehow, it has worked with only a couple of clients over the years on such a model and moreover now it has become generic.

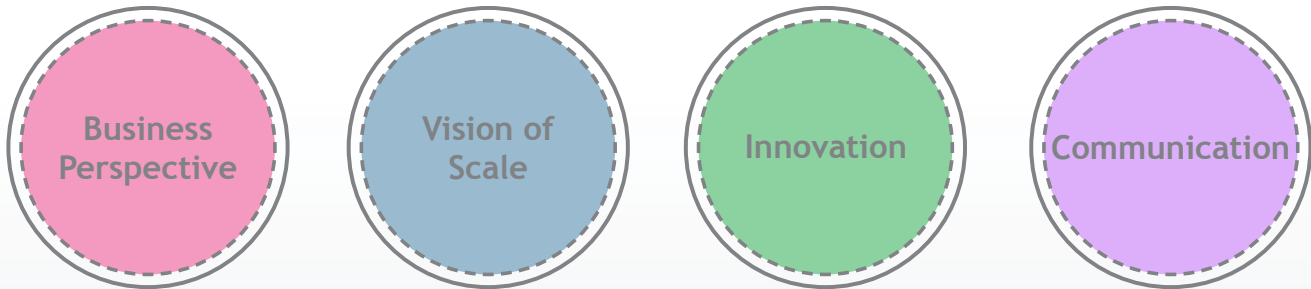
Secondly off shoring usually aligns more with miscommunication, lack of business sense, shortfall of scalability perspective, frequent employee switch-over's and delayed deliveries rather than cost advantage, revenue gains and knowledge attainment.

The challenge was to develop a messaging which comprehends TALENTICA's fore in Innovation and perspective of business along with the adaptive scalability and communication techniques which helps in precise delivery of the product.



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Bridging the GAP through..

Leading through
Logic

Foreseeing the
Change

Betting on
Talent

Contextual
Understanding

ELUCIDATION

Ethnography was a tool of choice for this research.

In the corporate domain, this tool is applied as 'open-ended-conversations' around a context. To aid such research, interactive tools may be developed which help to communicate, illustrate the content and create a common discussion ground.

Ethnographic interviews were conducted with the Management, Senior Executives, Employees and Customers to generate insights and directions for the new brand positioning of Talentica.

Primarily after communicating with a few clients, Onio has sensed that Talentica has performed fairly well in enduring relationships with clients and it is further substantiated by the fact that almost every new client has come through reference by some earlier clients.

Secondly, though every other company talks about hiring the most talented pool of people and providing them rigorous training, Talentica is a level above in recruiting the employees from the best institutions and having set a certain benchmark in appointing people of certain caliber and skill set.

The new messaging was developed around four key attributes of Talentica

- Understanding the value proposition and user-intent is missing.
- Applications are not robust enough to serve thousands of users together.
- Processes cannot substitute talent
- Lack of precise communication causes delay in time to market

With a rejuvenated brand, Talentica could now target the market with better offerings & sharper, clearer brand positioning.