

A photograph of three people (two women and one man) smiling and looking at a computer screen. The image is overlaid with a semi-transparent green and white gradient.

# Branding, Content, Lead Generation

## Overview:

Named one of the fastest growing companies in San Diego for 3 consecutive years, centrexIT was in need of a formal Marketing Department to build a sustainable, scalable brand and help the company reach their target revenue goal through strategic marketing initiatives.

## Work Completed:

Named one of the fastest growing companies in San Diego for 3 consecutive years, centrexIT was in need of a formal Marketing Department to build a sustainable, scalable brand and help the company reach their target revenue goal through strategic marketing initiatives.

### Company Brand:

- Logo redesign
- Branding guidelines
- Asset rebranding  
(PPT, letter head, white paper, etc.)
- Promotional items
- Business cards
- Event and tradeshow materials
- Operations and technical support materials

### Content Strategy and Development:

- Develop company messaging
- Perform competitive analysis re messaging, assets, & distribution
- Develop and Implement company blog, newsletter, and other sales enablement materials such as product brochures, case study, and battle cards

## Lead Generation:

- Company events
- Partner marketing, events, and channel programs (Ex. Open DNS, Cisco, American Internet Services (AIS))
- Print and Online Paid Ads via San Diego Business Journal
- Website analytics program
- Marketing automation tools and campaigns

## Digital Marketing and Advertising:

- Website redesign
- Social Media implementation and management
- Newsletter
- Blog
- Email Marketing
- Print and Online Paid Ads via San Diego Business Journal

## Examples of Work Completed

**THE RIGHT TECHNOLOGY AT THE RIGHT TIME FOR YOUR BUSINESS**

**WHAT OUR CLIENTS SAY**

"centrexIT provides outstanding Customer Service. Their involvement with our organization has not only cost less, but streamlined all of our technology needs. We've never felt smoother."   
 - Phoenix   
 San Diego Medical Practice

"centrexIT has always been able to assist with a timely response for our IT solutions and issues. Their customer service is exceptional. They keep up to date with technology and security."   
 - San Diego Entrepreneur   
 CTO

"They get the job done allowing us to do our job."   
 - CTO   
 Business Center

At centrexIT, we are dedicated to your success. Our battle-tested approach to IT delivers your optimal business outcomes leveraging best-of-breed technology.

Tied together by our proprietary delivery framework, **manageIT**, **cloudIT**, **buildIT** and **growIT** are the IT resources your business needs to thrive.

**manageIT** High quality IT support, administration and management to the right of your business. **manageIT** gives your customer the right level of service, from help desk to full-time engineering available.

**buildIT** Every company's best practice. From complete server room projects and **buildIT** delivers your projects on time, on budget and with a certified health grade.

**growIT** In today's business environment, the server is no longer the data center. With compliance and security responsibilities, IT solutions and operations are a critical part of your business. **growIT** helps you understand IT operations and compliance as a business.

**cloudIT** Test of expensive capital purchase. That decision could have a direct impact on your business. **cloudIT** allows you to pay for what you need, when you need it. **cloudIT** allows you to pay for what you need, when you need it. **cloudIT** allows you to pay for what you need, when you need it.

Contact us today to learn how we can help you achieve YOUR OPTIMAL OUTCOMES.

www.centrexIT.com | PH: 619.651.8750 | Help Desk: 619.651.8767  
3934 Murphy Canyon Road, Suite 10102 | San Diego, California 92123

## Frustrated with your IT?



- Proactive Management
- Network Operations Center
- Technology Leadership
- World-Class Support

Contact Us Today to Meet your IT Dream Team



sales@centrexIT.com | centrexIT.com | 619.651.8750

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**centrexIT**

**Manage Less. Do More.**

High Quality IT Support, Administration and Management

### What are Managed Services?

Managed services are a philosophical change in the way that a business deals with technology. Instead of following the tradition of break-fix (waiting until the server, desktops or other critical networking devices fail, then rush to fix them), a business operating with a managed service focuses on the prevention of these issues before they disrupt employees, management and/or clients.

### Simplify IT

As the digital landscape continues to evolve, businesses are more intent on reducing IT costs, efficiently and reducing their overall

**centrexIT**  
AccessCloud

**hatrix**  
Endorsed Data Center

The AccessCloud™ is a purpose-built, private cloud environment that has been custom-designed to host Hatrix and tailored to meet your unique needs. The AccessCloud™ is not only technically optimized for Hatrix, but has a skilled, experienced team of engineers available to seamlessly migrate you to your AccessCloud™ and proactively monitor your AccessCloud™ to ensure optimal reliability and security. The AccessCloud™ has been rigorously vetted by the Five-Diamond Committee™ to ensure the highest quality, reliability and performance for your business and your clients. Contact sales@hatrix.com today to begin your cloud journey.

	Basic	Pro	ProPlus
Door Count	UP TO 800	UP TO 3,000	3,000+
# Dedicated Hatrix Virtual Private Servers (with 100GB 1 Year Storage)	3	4	6
Microsoft Server 2012 R2 Licensing	-	-	-
Dedicated & Tenanted Virtual Private Cloud	-	-	-
24 / 7 / 365 Helpdesk Support	-	-	-
Complete Server and Security Management	-	-	-
Nightly Image-Based Server Backups	-	-	-
Cloud Setup and Configuration Included	-	-	-
5 User VPN Access Clients	-	-	-
Bandwidth Included - Burstable to 100 Mbps	10 Mbps	10 Mbps	20 Mbps
Hatrix 5 Diamond Eligible Design	-	-	-
Additional Gateway Can be Added*	-	-	-
Memory, Processor, & Storage (500GB)	4GB/2VCPUs/2K	4GB/4VCPUs/60	8GB/4VCPUs/180

**Anti-On's**

- Limited Staff
- Additional 50% Annual 500 Storage
- Additional 50% Network
- Server Upgrade - 4 Years (no service performance)
- No 24/7/365 Helpdesk with Support/Response
- Managed Involvement with On-Site Staff
- Client's Available User Portal
- Price Includes Hardware, Hatrix.com Support

**hatrix**  
FIVE DIAMOND CERTIFIED

Original, Certified, Proven, Endorsed, Security

**INTECH**

