



|| Branding a SaaS offering requires a particular set of skills. You need to understand where the delivery of software was, where it is and where it's going. You need to grasp how to differentiate a service from a buyer perspective. And finally, but most importantly, you need to apply consumer branding techniques but within a B2B context.

We went through a re-positioning and re-branding exercise with The Fusebox in early 2007 to cover our entire portfolio. Then in September 2007 we were invited by Salesforce.com to announce the development of a new CODA product on their platform during their USA DreamForce event. This would signal CODA's first foray into the SaaS space.

We worked with The Fusebox to extend our branding into the SaaS market and to bring their knowledge and experience of SaaS to sanity check our strategy. The end result was a powerful brand that is a natural extension of our brand portfolio.



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