



## Making the **connection** between communications and IT effectiveness.

### **Our Mission:**

*Magnolia Communications helps global technology-driven companies maximize and communicate the strategic value their firms bring to the marketplace, clients and partner relationships. We design creative marketing programs that help corporate leaders align technology initiatives with business strategies, transform internal and external communications, and gain industry visibility for corporate innovation and IT leadership. Our programs improve your positioning, accomplish your communications goals, and create a culture of change.*

### **Innovative Programs**

Magnolia Communications offers internal communications services that meet the unique needs of global technology-driven companies. Drawing on our marketing expertise, thought leadership, and benchmarking data we design innovative programs that solve real corporate challenges, such as:

- Increasing business-technology alignment
- Designing employee-centric communications programs and career tools
- Marketing internal reorganization or transformation initiatives
- Improving organizational transparency and effectiveness
- Positioning IT as a strategic partner
- Assessing and shaping stakeholder perceptions

Recognizing that IT is integral to the enterprise, Magnolia Communications has a special focus on IT and offers several services targeted to CIOs and their direct reports. Our IT services help technology leaders improve IT-business communications, improve their strategic positioning, create effective partner marketing programs, and sell services internally.

### **Understanding Internal Marketing**

Often misunderstood, internal communications is an effective positioning weapon. A successful program is proactive and results-focused, and creates systemic change. It should:

- Increase your department's strategic positioning within the company
- Ensure that all groups are working together seamlessly in support of the business strategy
- Effectively position and market your services vis-à-vis competitors' services
- Demonstrate the department's commitment to innovation and customer service
- Enhance accountability and improve problem-solving
- Improve employee morale, organizational visibility, and commitment
- Provide transparency into organizational operations and effectiveness
- Implement metrics and communicate results
- Be sustained by a team of communications champions



IT departments must **rethink** the way they plan, execute, and communicate IT.

Contact Us:

For more information,  
please call  
212.514.9344  
or e-mail  
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Our Services include:

- IT Communications/Marketing Audit  
We will assess your communications program against industry benchmarks, identify gaps and develop an instantly actionable plan that will increase your visibility into IT spending and ROI, enhance your strategic positioning with business, and help you communicate more effectively with your technology employees.
- Strategy and Program Development  
Whatever your goal - whether it is to communicate a technology reorganization, launch a new outsourcing initiative, or improve employee morale - we will design the communications strategy to meet your specific needs. We provide all creative services, including messaging, collateral development, and graphic and web design to execute successful programs. In addition, we provide training and coaching to establish communications teams and institutionalize best practices.
- Shaping Stakeholder Perceptions  
To ensure that your IT organization is seen as a partner rather than a provider, we will survey the needs and perceptions of your key business stakeholders and develop a strategy to position you effectively. We provide messaging, coaching, benchmarking, and competitor data to give you an extra edge.
- Increasing Service Transparency  
We help you increase transparency around service delivery, pricing, and accountability so that business leaders and company employees are encouraged to use internal technology services. Targeting our strategy to your needs, we use the best communications tools, such as self-service web sites, catalogs, targeted messaging, and user training, to increase employee knowledge and usage of your services.
- Service and Product Catalogs  
As vendor options increase, many companies are moving to a catalog model to compete more effectively with external providers. We will work with you to develop service and product catalogs that provide service descriptions, pricing and ordering information, and contact information, as well as design an internal communications campaign to educate user