

Positive change to Business

Making data amazing.

Panintelligence approached The Engine Room to develop their brand identity and messaging. With a robust and proven technology platform, the business was looking to further raise its profile in the UK and internationally to more accurately reflect the business's positioning and to future-proof the brand in an increasingly competitive market.

**The
Engine
Room.**



© The Engine Room Design Co. Ltd. 2022



The Challenge

It was clear from the outset that this Leeds-based data visualisation, reporting, and analytics software developer was ambitious! Having recently secured £4.5m Series A funding, Panintelligence had strategic plans in place to grow the business and to develop their market share in the UK and in the US particularly.

Their Panintelligence 'pi' suite of software enables SAAS businesses to 'plug in' data analytics in almost any format to trigger bespoke reports and visualise trends in real-time, helping businesses to lower costs and inform strategic decisions.

Since its foundation, the company has numerous awards and accolades under its belt, and at a platform for US expansion, it

was felt that the brand should be developed to more accurately portray the breadth and depth of services and also the strong client-led approach of the organisation.

Having made a recent shift in strategy to focus on a direct-to-end-user market, there was an opportunity to review the approach to messaging and ensure emphasis was placed on the benefits that Panintelligence brings to customers through their pi platform.

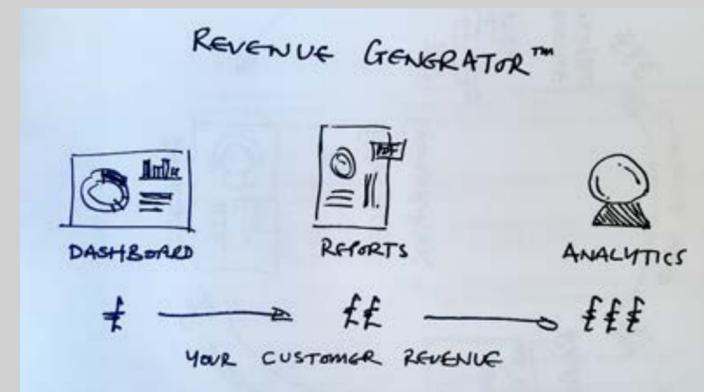
The Engine Room's role was to review the proposition and principles of the business before building on this to develop a powerful visual identity that is different, eye-catching and compelling – transforming market positioning.

We went on to create a new identity, messaging and a full range of communications tools to present Panintelligence as ambitious, future-facing and diligent.



panintelligence

always thinking.





The Difference



The Engine Room proposed an approach and costings for this project in February 2020. We were delighted to be awarded the project, only to find ourselves plunged into Covid-19 lockdown just a few short weeks later, with many businesses facing hugely uncertain times.

Zandra's commitment to the project was aspirational. Together, we quickly reshaped the project approach. Face to face insight workshops and interviews were not going to be an option, yet we believe that it's vital for us to include everyone in a brand development project. We moved swiftly to online facilitation, running 14 shorter workshops online, via GoogleMeet with groups of up to 6 people at a time across the business.

We utilised MURAL as our online whiteboard of choice and captured the input from across the company, gaining rich insights to what's good, what's not so good and where the opportunities lay, along with a thorough analysis of current values and behaviours within the business. We reviewed the business's strategic plans and took an in depth look at the competition.

It would be vital for Panintelligence to stand out in the space, whilst staying true to the personality and principles of the business.

Investment in your brand is never a decision to be taken lightly, but in a visionary move, Panintelligence's CEO Zandra Moore told us she wanted to press on with gusto. Zandra recognised that brand is not just the external manifestation of an organisation's identity, but also an opportunity to consider your internal communication and celebrate your culture – perhaps never more important in an uncertain world in the middle of a global pandemic.



pi informs



pi sees



pi knows

The Difference

We started with language and captured the company's purpose as being:

To make data amazing

We articulated principles to reflect the people and approach within the business:

Be adventurous.

Every day is an adventure.

Be clear.

Create in code but communicate in clarity.

Be inspired.

Work should be great.

Be supportive.

Work together to get the job done.

Be genuine.

To have our heads in the cloud we need our feet on the ground.

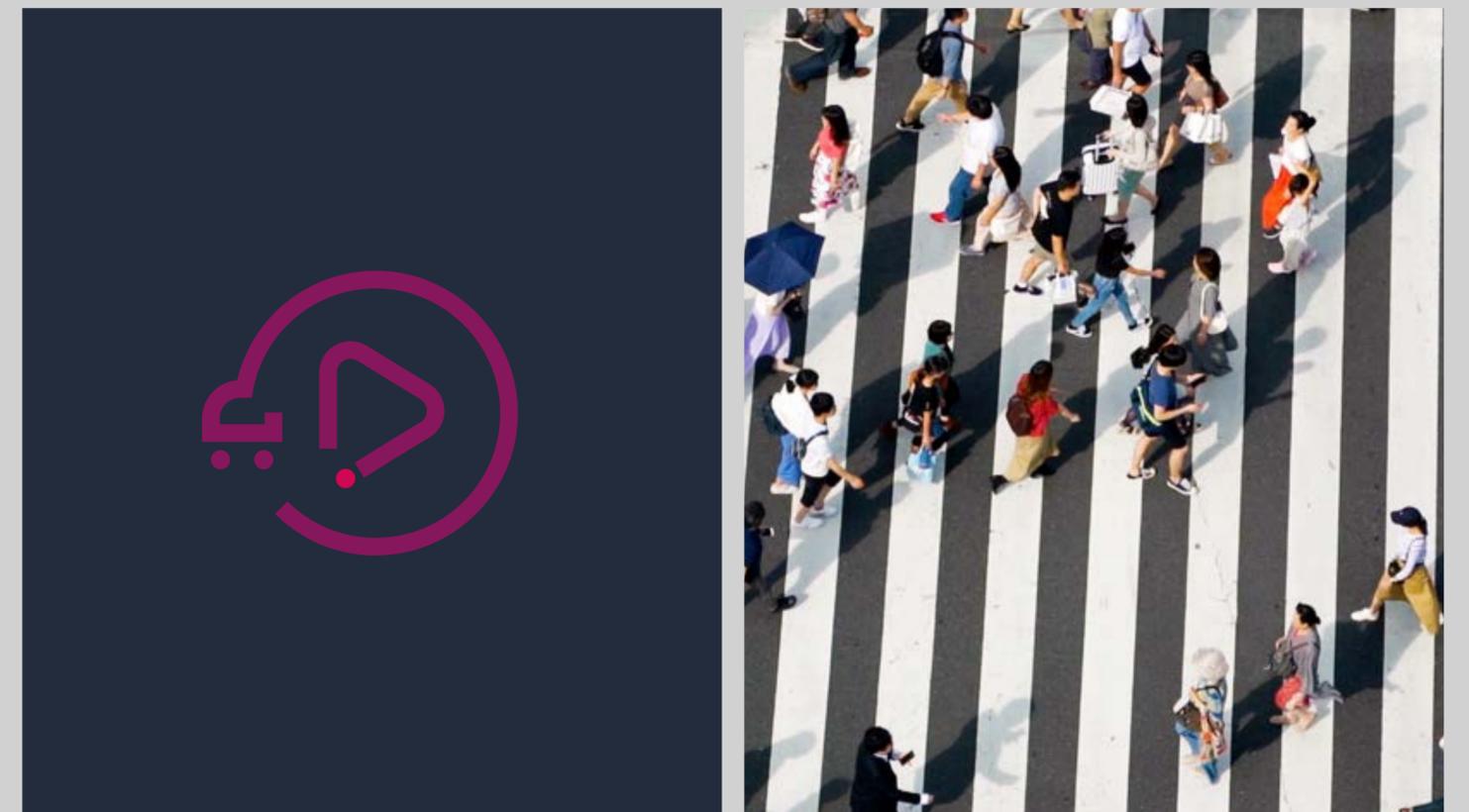
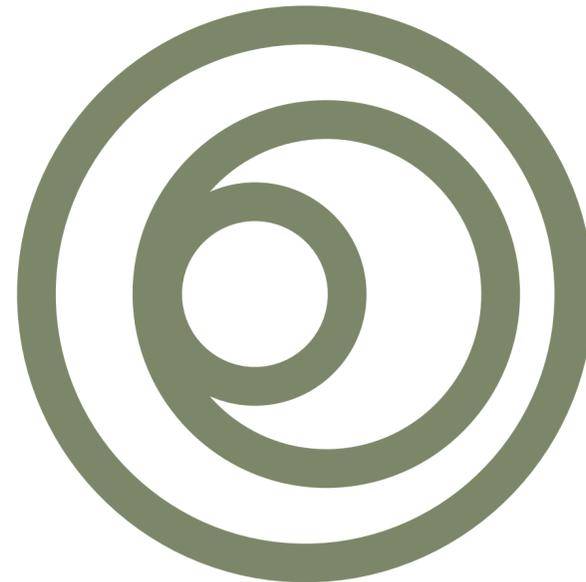
The personality of the business was captured as bold and intelligent, but with humour. This provided some of the creative cues that led to their new identity – striking, confident and playful – using language as a bedrock to the brand to communicate the essence of the business and its differentiators.

We considered the subtleties of the 'business brand' (Panintelligence) and the 'product brand' (pi), creating an

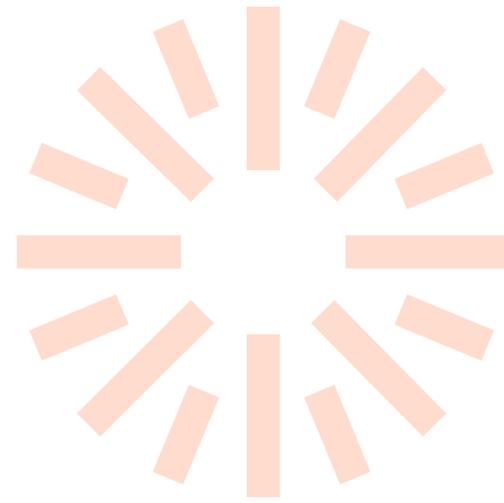
architecture with which to communicate products and services more simply and in a way that highlights the benefits to clients, rather than the features of the products.

This led to an identity that is informing, engaging and inspiring – very much like the people we met through the insight process and providing a proposition for the firm that now has them standing head and shoulders above the competition, and with a confidence that will support their growth and export ambitions.

Clever use of the lettering within the name Panintelligence, facilitated the visual manifestation of data graphics, in the form of a moving bar chart, with the company name itself.



The Results

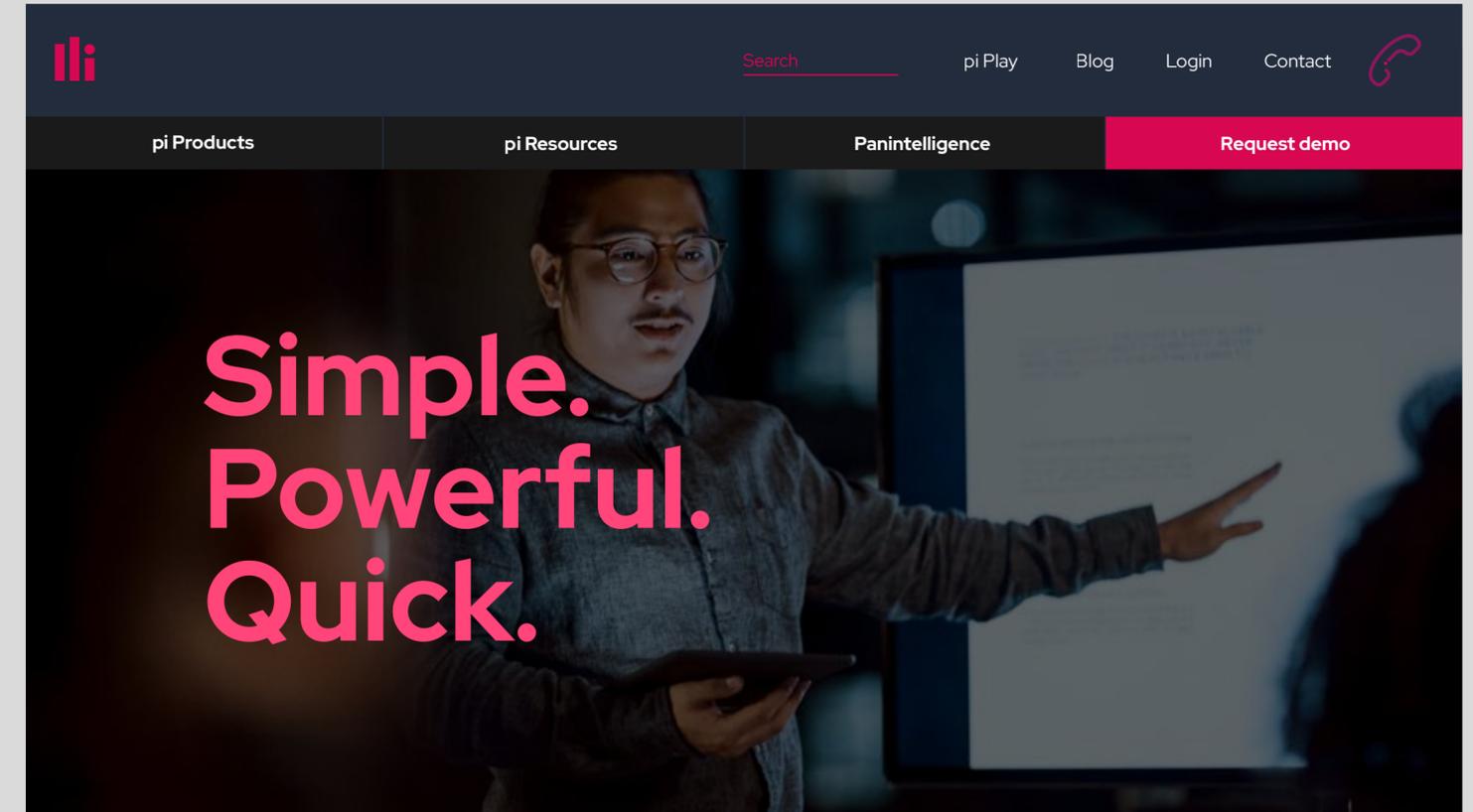


The brand was rolled out across all the communication touchpoints of the business, including website, software dashboards, proposal and presentation formats and all other communication tools.

“Responsive, creative nutters the Engine Room took the whole company on a collaborative and fun brand journey and we just love the result.”

Zandra Moore, Panintelligence CEO

Watch this space as the amazing team at Panintelligence now move with confidence and differentiation in the execution of their 5 year strategy.





“Call it a happy accident, or call it design genius, but the use of the letters l, l and i in the word Panintelligence, provided a creative opportunity that led to a graphical representation of data within the identity itself. That led to movement and playfulness that subsequently extended to the entire brand execution. Movement and ‘digital first’ felt appropriate for this ambitious, high growth and hi-tech business”

Darren Evans, Design Director, The Engine Room

