

January 1, 2006 - Building*i* Launch

The Technical Services Team at Hermanson has split into a new brand and product line, which became official 01/01/2006. Bill Nolan, Building Information Systems LLC corporate president, is excited to announce a new strategic brand and company: **Building*i*** (pronounced Building-eye). According to Hermanson Company, this division allows a clearer vision and will lead to the implementation of its software to other clients in the North West U.S. and British Columbia.

"The new **Building*i*** brand [will] help customers more readily understand and identify the services / software and the consistent support they can expect," Nolan said in its announcement. "The brand also reflects our commitment to integrating services and technology for visually managing the workplace across the entire enterprise."

Developing the branding strategy

Bill worked with the Gage Design over the past 6 months to determine the position of the services team in relation to space management. "Increasingly, customers expect space management & building information solutions to seamlessly exchange data and share features with the enterprise systems, desktop devices and applications they are familiar with. Customers also expect information to be timely and reflect the current state of their real estate portfolio," said Bill. With the new **Building*i*** brand, customers are assured that they can get the service they need to keep their building information current, smooth integration with enterprise systems and access to a technical support team that understands their business." he added.

Nolan said he plans to use the "**Building*i***" brand to communicate the following benefits to both customers and the space management industry . . .

- A familiar experience. Customers associate the brand with a familiar and trusted implementation experience and the ability to connect with their most important information.
- An all-in-one application. **Building*i*** services are designed to help simplify life through powerful software integration and automation to meet enterprise needs.
- Staying in touch and up to date. With **Building*i***, customers can communicate through extensible, ubiquitous (Internet) and easy to use applications.
- Personal productivity. Customers can do more of what matters to them.