



CASE STUDY

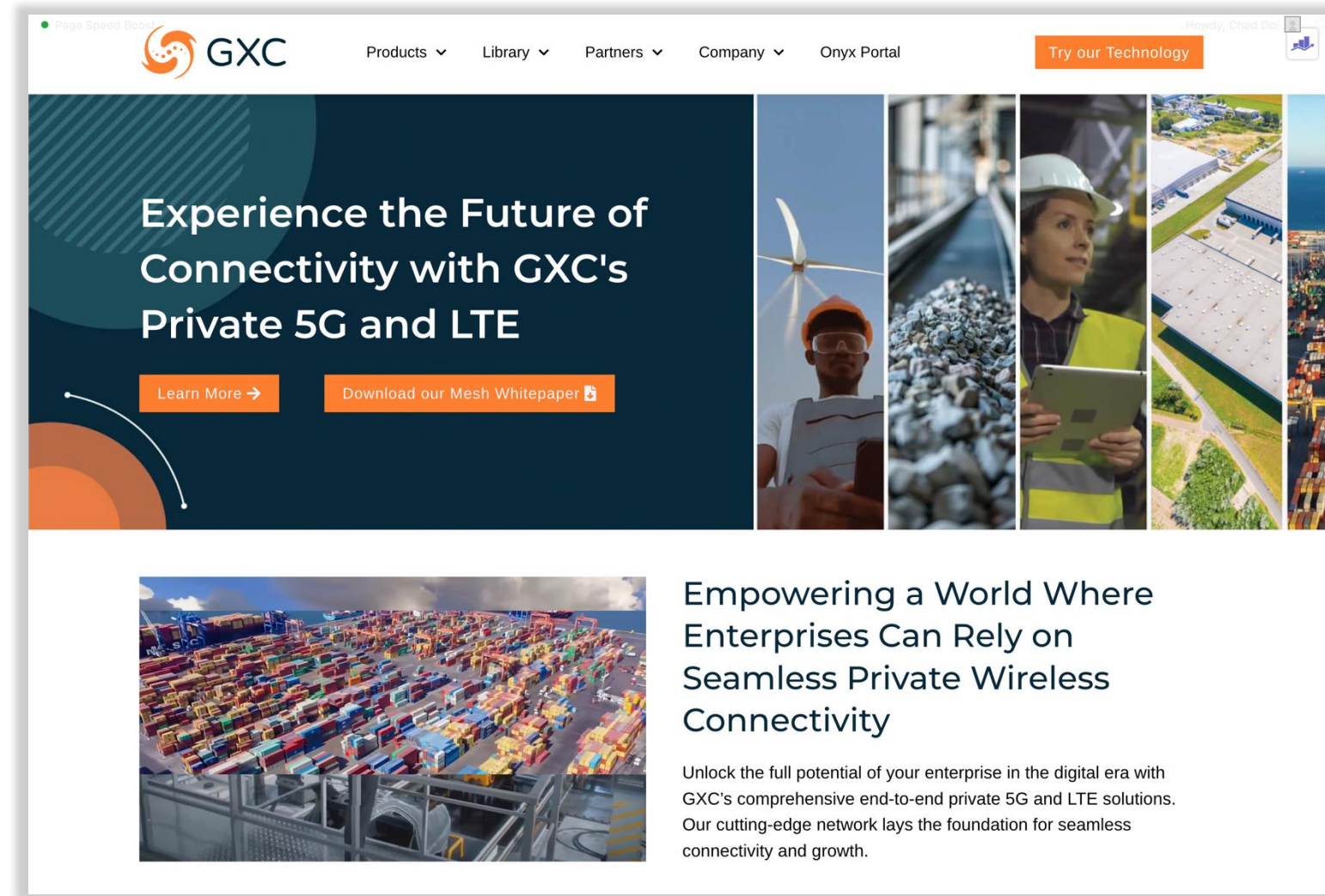
GXC

At GXC, as the Brand and Digital Marketing Manager, I led initiatives to enhance brand visibility, boost engagement, and optimize digital performance. This included developing email marketing campaigns, revamping SEO strategies, executing partner marketing efforts, and improving the company's website. I also established a cohesive brand identity and implemented social media strategies, all of which contributed to business growth and digital transformation.



Website Optimization for Better User Experience and SEO

CASE STUDY - GXC



CHALLENGE

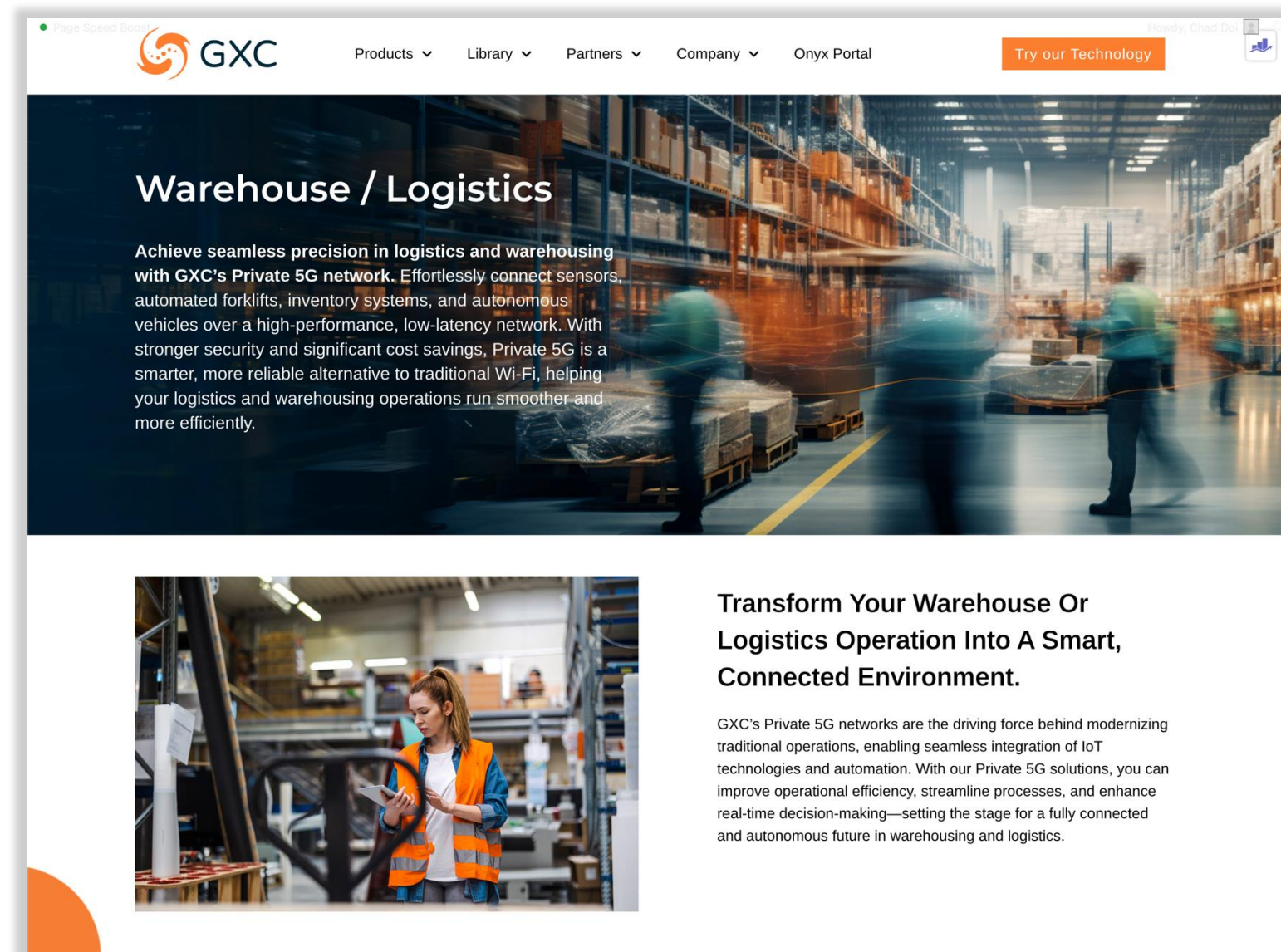
- The website had slow load times, impacting user experience and search engine rankings. It was also missing optimized content for important product offerings, affecting visibility.

SOLUTIONS

- Implemented **technical improvements** to improve **site speed** and mobile responsiveness.
- Developed **new pages** for products and solutions, optimized for **SEO** with keyword-rich content, better internal linking, and structured data for improved crawlability.
- Launched **backlink-building** efforts, including influencer outreach and partnerships with high-authority websites.

RESULTS

- Improved page load time by **40%**, reducing bounce rates by **10%**.
- Boosted search engine rankings, leading to an increase in organic traffic by **45%** over 6 months.
- Achieved **top 5 rankings** for important industry keywords like "Private Cellular Network" and "Private 5G".





Email Marketing Strategy for Increased Engagement

CASE STUDY - GXC

Elevate Your Partnership with GXC

We hope you had a chance to review our previous email introducing the GXC Partner Program. We're reaching out to ensure you don't miss the opportunity to fast-track your journey and unlock unparalleled benefits.

Fast Track Promotion Highlights

- Accelerated Progression**
Progress swiftly through partnership levels
- Exclusive Rewards**
Unlock additional benefits with our limited-time promotion
- Personalized Assistance**
Our Channel Sales Team is ready to guide you through the Fast Track Program

FOR A LIMITED TIME

Fast Track Program: Accelerate Your Success!

The Fast Track Program is designed for partners aiming for accelerated growth. By achieving specific milestones within the first 6 months of partnership, you can unlock additional benefits and move up the program tiers faster.

[Learn more](#)

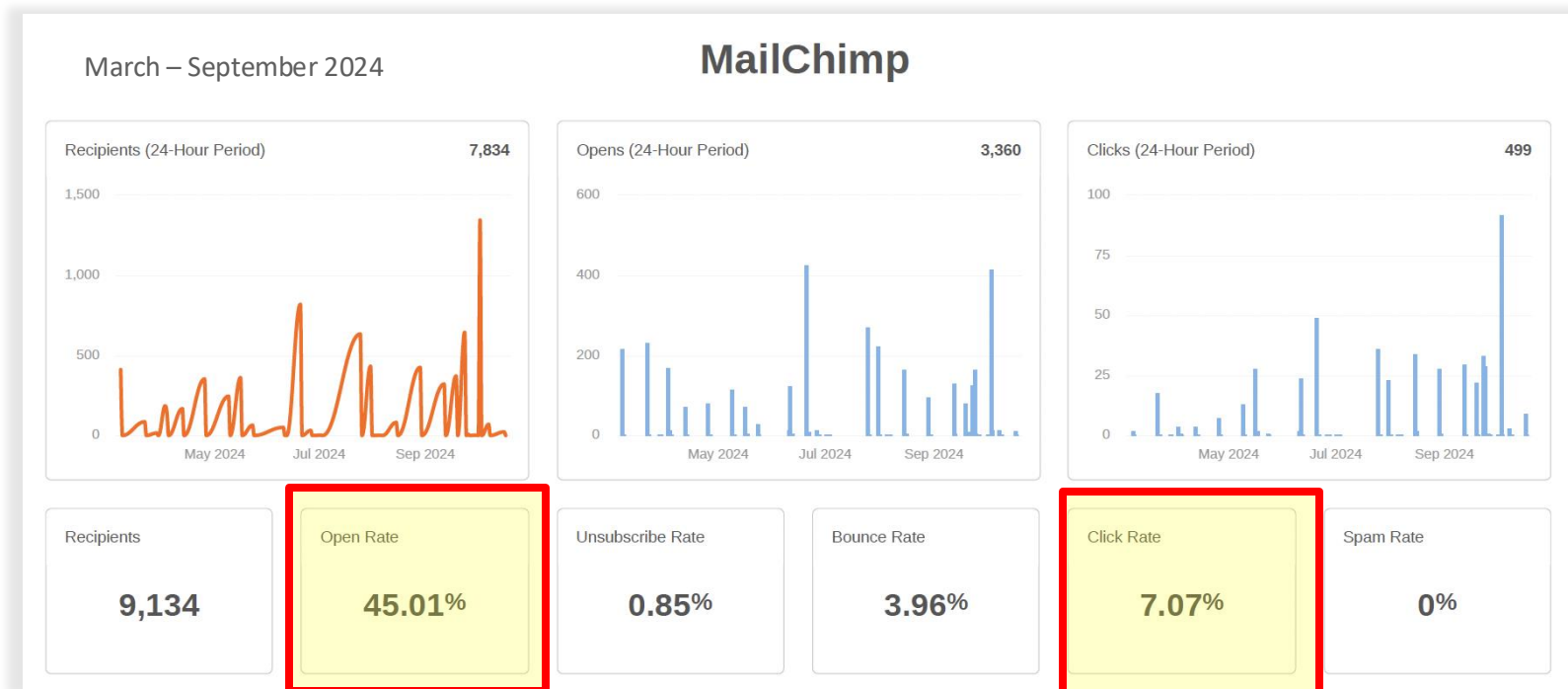
Let's have a chat and create a plan to include you in our Fast Track Promotion!

Thank you for being a valued part of the GXC community. Let's elevate our partnership together!

Jeff Schranz
Executive Vice President
Global Sales and Alliances

Scott Firmstone
Vice President
Enterprise Channels

[Contact us to get started](#)



CHALLENGE

- The company had no prior email marketing infrastructure or strategy, resulting in missed opportunities for **customer engagement, lead nurturing, and direct communication** with prospects and partners.
- There was no system in place for segmenting contacts or measuring email campaign performance.

SOLUTIONS

- Developed **the email marketing program from the ground up**, implementing **Mailchimp** to handle contact management, segmentation, and automated workflows.
- Created customized **email templates** tailored to different customer and partner groups to support product launches, promotions, and educational campaigns.
- Designed and launched **automated nurture campaigns** to maintain consistent communication with customers and partners, improving engagement and relationship-building over time.
- Introduced a **lead scoring system** to prioritize high-potential prospects for the sales team, enhancing targeting and follow-up efforts.

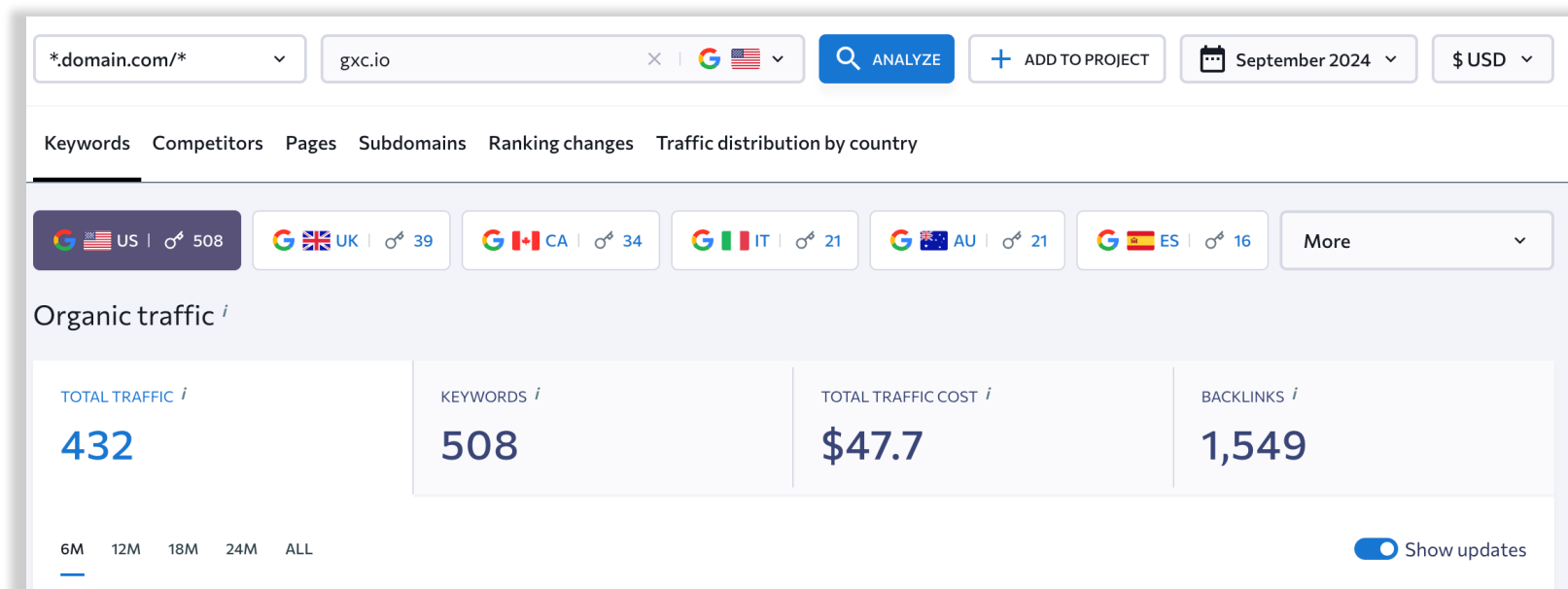
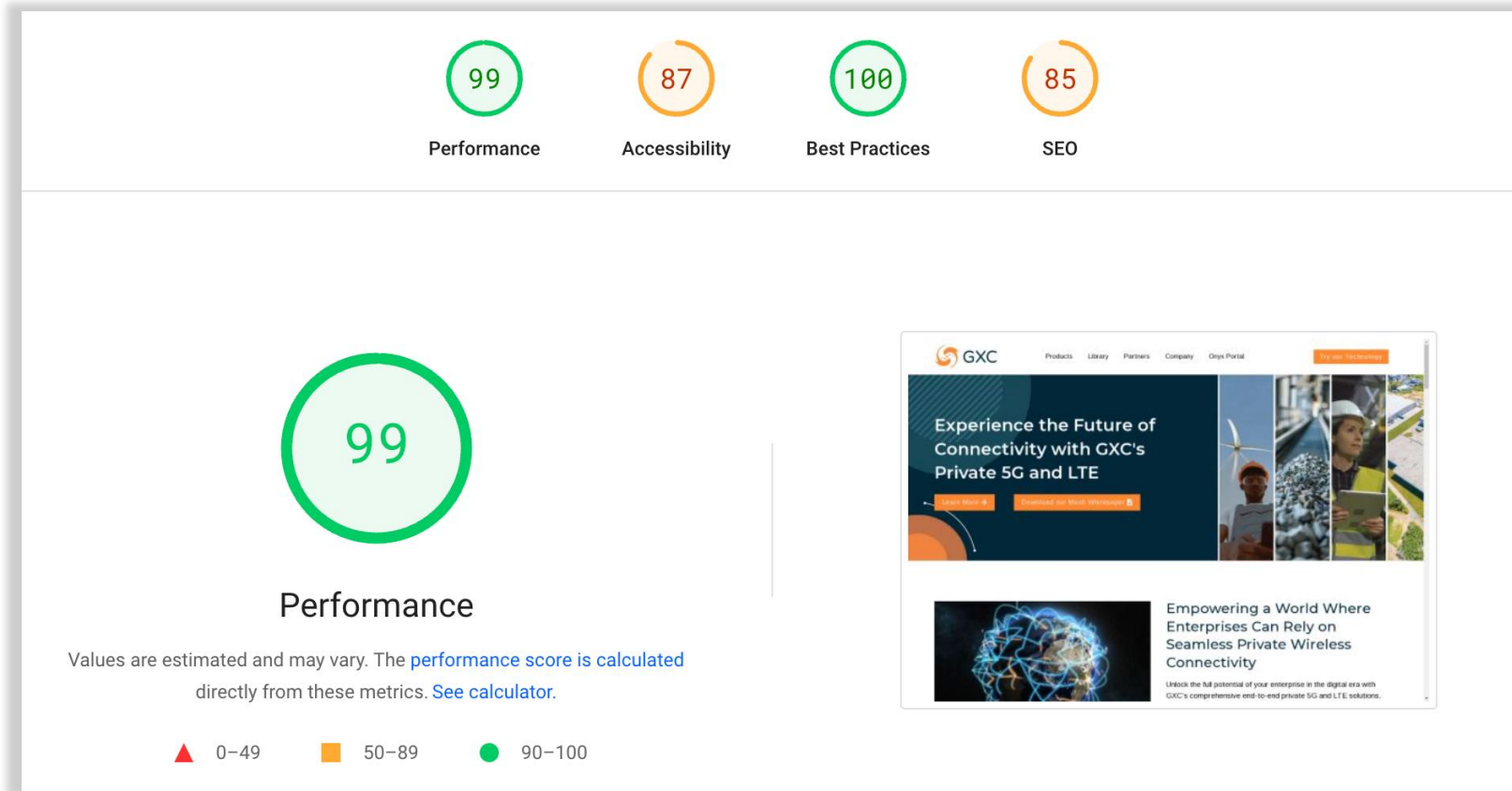
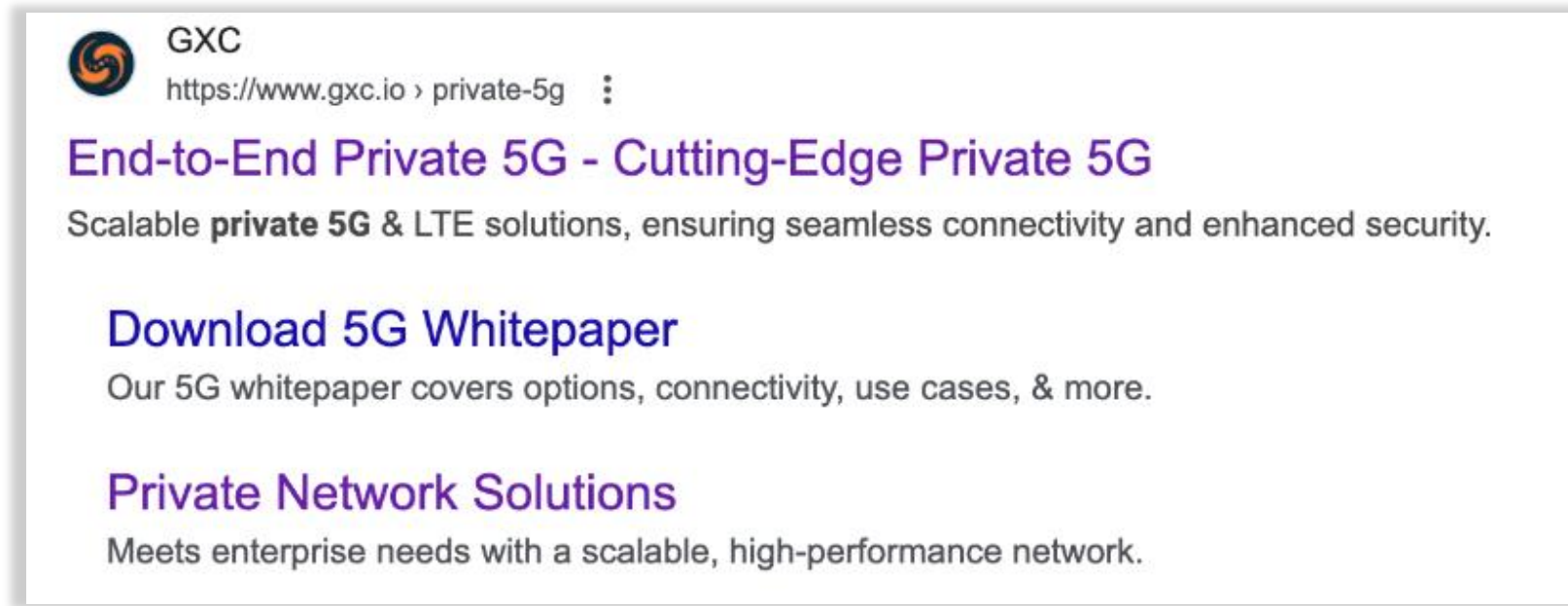
RESULTS

- Achieved a **45% open rate** and **7% CTR** within the first few months, well above industry benchmarks (average open rate: 20%, CTR: 2.5%).
- Increased **website traffic** and **brand awareness** through targeted email campaigns, leading to a **15% rise in conversions** from email-generated leads.
- Built a **scalable email marketing system**, enabling effective, cost-efficient communication with the company's expanding audience.



SEO Strategy Revamp for Brand Visibility

CASE STUDY - GXC



CHALLENGE

- The website was experiencing low organic traffic, with high bounce rates due to slow page load speeds and poor keyword optimization.
- Competitors were outranking on key industry terms, reducing visibility.

SOLUTIONS

- Conducted comprehensive **keyword research** to identify high-volume search terms.
- Implemented **technical SEO improvements**, including increasing page speed and optimizing mobile responsiveness.
- Launched a **backlink-building campaign** and collaborated with influencers to increase domain authority.
- Improved **on-page optimization**, including internal linking and content updates.

RESULTS

- **45% increase** in organic traffic within 4 months.
- **40% improvement** in page load speed, reducing bounce rates by 10%.
- Achieved **Top 5 rankings** for 10 key industry search terms, driving more qualified leads.



New Branding and Digital Assets for Consistent Identity

CASE STUDY - GXC

Primary			
Navy (PMS 303) CMYK 97 73 52 56 RGB 0 42 58 HEX #002a3a		Orange (PMS 1575) CMYK 0 63 91 0 RGB 252 126 47 HEX #fc7e2f	
Secondary			
Turquoise (PMS 7709) CMYK 61 13 25 0 RGB 97 176 186 HEX #62b1bd	Green (PMS 625) CMYK 75 30 53 7 RGB 67 134 125 HEX #4e7f71	Yellow (PMS 1235) CMYK 0 31 98 0 RGB 255 183 27 HEX #ffb81d	Cool Grey (PMS CG6) CMYK 36 28 27 0 RGB 167 169 172 HEX #a8a8aa
75% HEX #8fc9d1	75% HEX #73a39e	75% HEX #f7cc4f	75% HEX #bcbfc2
50% HEX #b3dbe0	50% HEX #a1c2bf	50% HEX #fadb8a	50% HEX #d4d4d6
25% HEX #d9edf0	25% HEX #d0e1de	25% HEX #fcedc4	25% HEX #e8e8eb

CHALLENGE

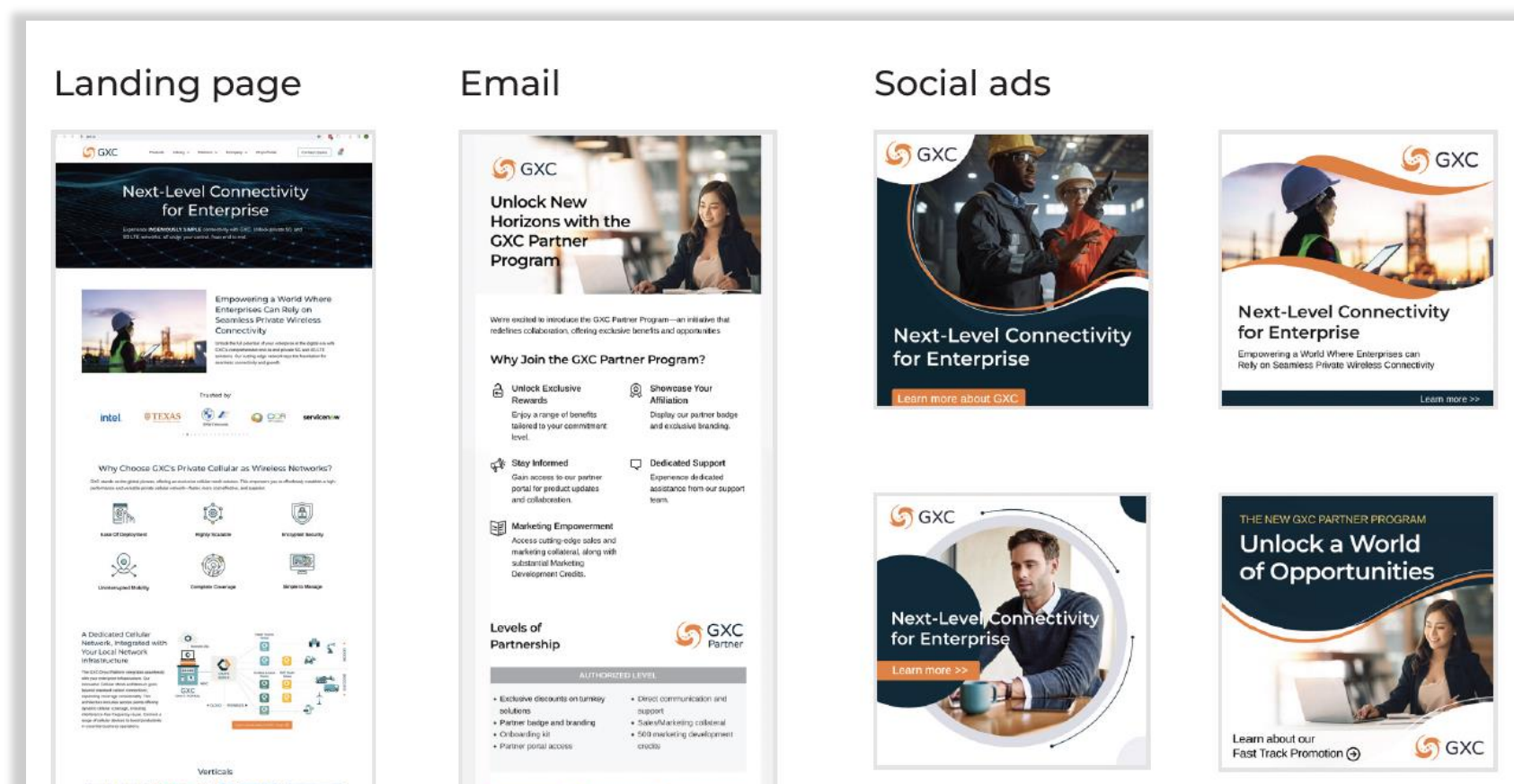
- The company's brand identity was outdated, lacking consistency across marketing materials, digital platforms, and event collateral.
- No formal brand guidelines existed, leading to inconsistent use of logos, colors, and messaging across various departments and channels.

SOLUTIONS

- Created a **comprehensive brand hub** that included updated brand guidelines for logos, colors, icons, typography, and messaging.
- Designed **new templates** for email marketing, presentations, event materials, and marketing collateral to ensure brand consistency across all platforms.
- Developed **marketing swag and materials** for events to align with the new brand identity (e.g., banners, promotional items, booth design).
- Built out a marketing library to make it easy for teams to access the latest resources.

RESULTS

- Successfully rolled out the new brand identity across all company touchpoints, ensuring **consistent and professional representation**.
- Increased brand recognition and cohesiveness in external communications, leading to **better customer and partner engagement**.
- Enhanced the company's online presence by **updating the website**, ensuring it reflected the new branding and streamlined user experience.





Partner Marketing Joint Campaigns for Pipeline Growth

CASE STUDY - GXC

Dell Technologies • **GXC**
MULTITECH • **Digital Barriers**

Advanced Perimeter Security: Private Cellular, Native Edge & AI
September 24, 9 a.m. PT

Presenter: Vijay Kesavan, Sr. Solution Architect, Intel
Presenter: Lax Mandal, Edge-AI Product Lead, Dell
Presenter: Allen Proithis, CEO, GXC

Presenter: Daniel Quant, VP & GM for Gateways, Routers, and Modems, MultiTech
Presenter: Kunal Shukla, CTO, Digital Barriers

intel network builders partner

TECKNEXUS WEBINAR
PRIVATE NETWORK
SCALABLE CONNECTIVITY STRATEGIES
02 MAY, 2024
10:00- 11:00 AM CST

HITESH SOLANKI HEAD OF PRODUCT
MANAV BHALLA SALES DIRECTOR
GREG BURRILL FED 5G ALLIANCE MANAGER
KEVIN FERNANDES CHIEF REVENUE OFFICER
HEMA KADIA FOUNDER AND CEO

GXC **intel.** **Dell Technologies** **Dejero** **TECKNEXUS**

Mesh Delivers Connectivity Anywhere

GXC offers the world's only patented mesh-based private cellular network, providing the industry's most versatile deployments. Experience the advantages of GXC's innovative approach:

- Rapid, cost-effective network deployment
- Easily move, relocate, or repurpose your network
- Rural internet access without LAN/fiber installed (GXC Mesh)

Powered by Intel Technology

intel. The GXC Onyx Private 5G solution stands out due to its strategic partnership with Intel, a leader in computing and connectivity. This alliance enhances the platform's reliability and performance by incorporating Intel's advanced technologies. This not only boosts Onyx's technical capabilities but also places it at the forefront of industry advancements, offering a revolutionary approach to private cellular networks.

www.gxc.io

CHALLENGE

- Needed to increase partner engagement and generate joint opportunities to fuel the sales pipeline, but existing collaboration with partners was inconsistent.

SOLUTIONS

- Established **joint campaigns** with partners, including **webinars, content collaborations, and special promotions.**
- Created co-branded **marketing materials** and hosted **bi-weekly calls** to ensure alignment on campaigns.
- Implemented a strategy for **content and webinar collaboration**, focusing on educating partner audiences about product benefits.

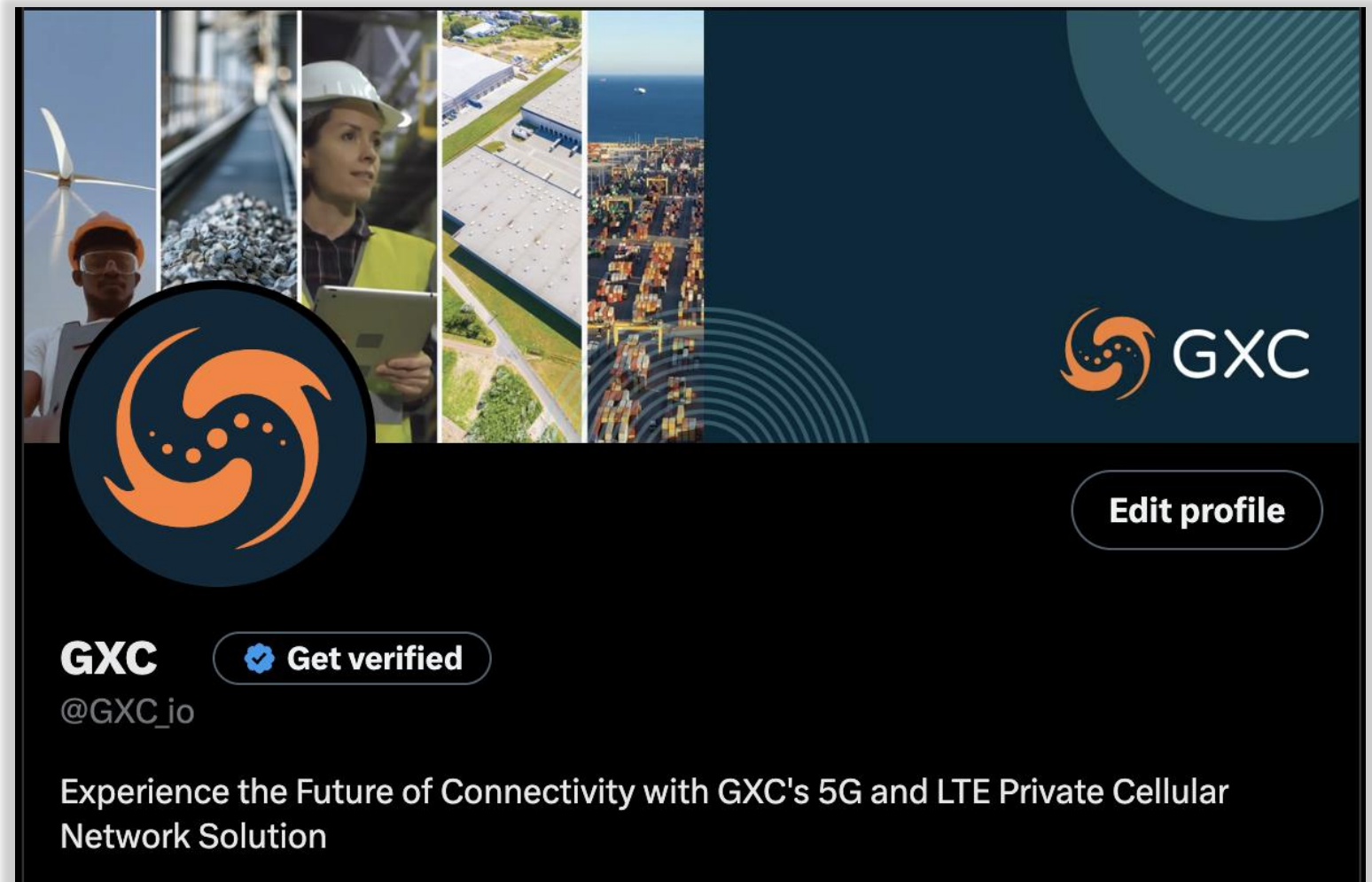
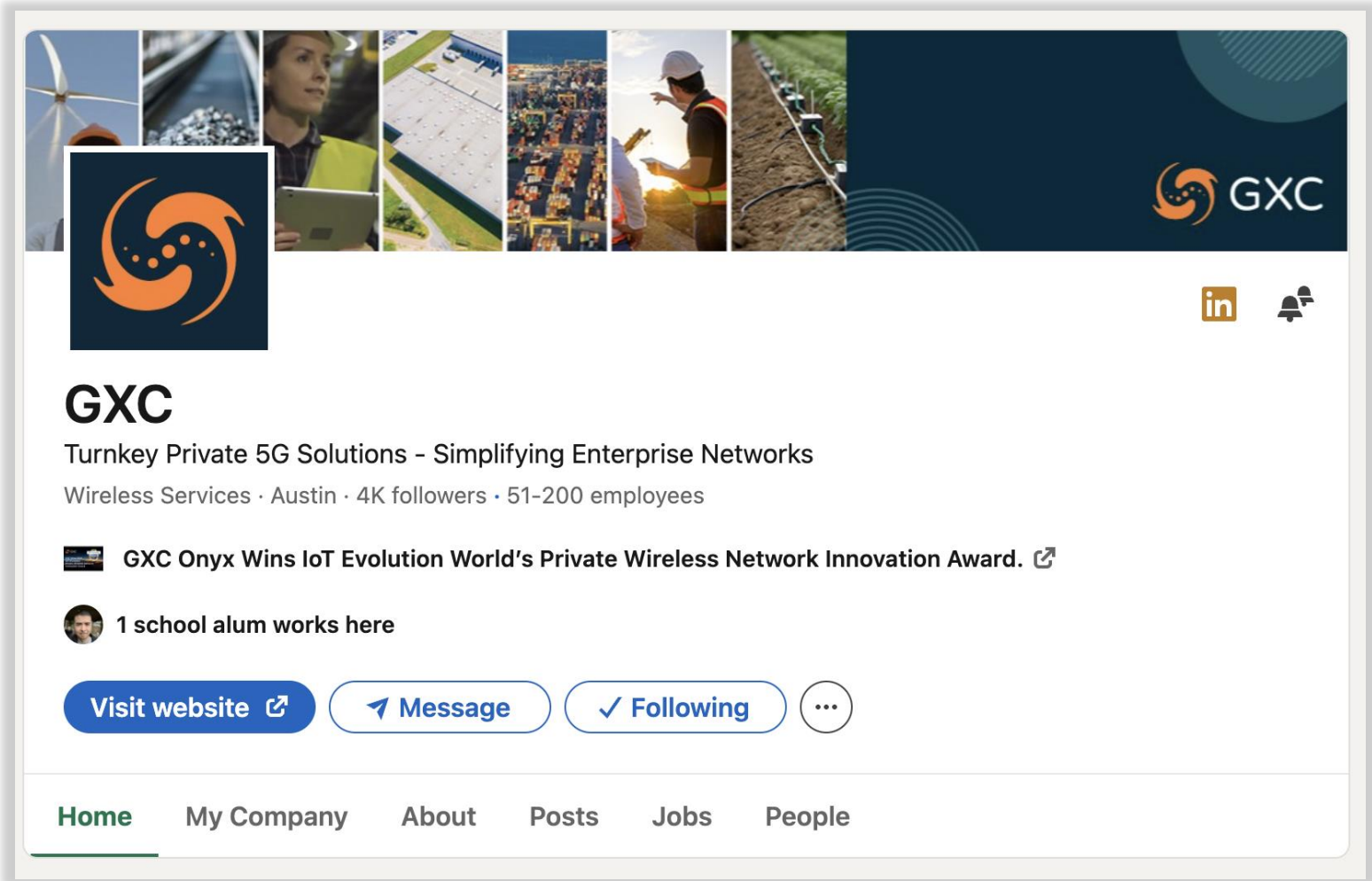
RESULTS

- Generated **300+ leads** from a single webinar in collaboration with Tecknexus.
- Increased partner revenue by **\$9.5 million** and added over **\$9 million** to the sales pipeline from joint campaigns.
- Significantly **improved partner engagement** with bi-weekly collaboration meetings and tailored support.



Social Media Strategy for Enhanced Brand Visibility

CASE STUDY - GXC



CHALLENGE

- The company had low engagement on social media channels, with inconsistent posting and no formalized strategy to drive traffic or build community.

SOLUTIONS

- Developed a **social media content calendar** and strategy, focusing on consistent posting, audience engagement, and leveraging trending topics.
- Designed **ads and carousel posts** to promote the company's products and special offers.

RESULTS

- Increased overall social media engagement by **30%** within 4 months.
- Grew followers on Twitter and LinkedIn by **20%**, translating to an increase in **website traffic**.
- Boosted brand awareness and online visibility, leading to improved lead generation and content sharing.



CASE STUDY

HP

Managed the critical brand transition during Teradici's acquisition by HP, leading the integration of visual identity, messaging, and marketing assets. This successful merger strengthened HP's digital offerings, ensured consistency across all platforms, and enhanced market presence, solidifying the combined brand's position in the industry.



Branding Transition During Acquisition

CASE STUDY - HP

HP Color palette

#549ef7	#40defa	#4ef5ab	#ff63bb	#ffbd3b	#fcf54b
#87bbfa	#79e8fb	#83f8c4	#ff92cf	#ffd176	#fdf881
#aacffb	#9feefc	#a7fad5	#ffb1dd	#ffde9d	#fdfaa5
#cce2fd	#c6f5fd	#cafce6	#ffd0eb	#ffe4c4	#fefcc9

Logos

01 - HP	02-Anyware-Horizontal	03-Anyware-Stacked	04-HP-Anyware-Wordmark
05-HP-Anyware-Stacked	06-HP-Anyware-Horizontal	07-Anyware-Logomark	

Secondary Icons

3 corresponding icons that represent different user groups.

Anyware Agent	Anyware Manager	Anyware Client

CHALLENGE

- HP's acquisition of Teradici required a seamless integration of branding elements while maintaining market presence and ensuring internal team alignment.
- Existing branding resources were fragmented, slowing campaign consistency.

SOLUTIONS

- Produced comprehensive brand guidelines for logos, colors, icons, and messaging.
- Created an online library for easy access to templates, streamlining workflows for marketing and development teams.
- Adapted Teradici's visual identity for integration into HP's design standards.

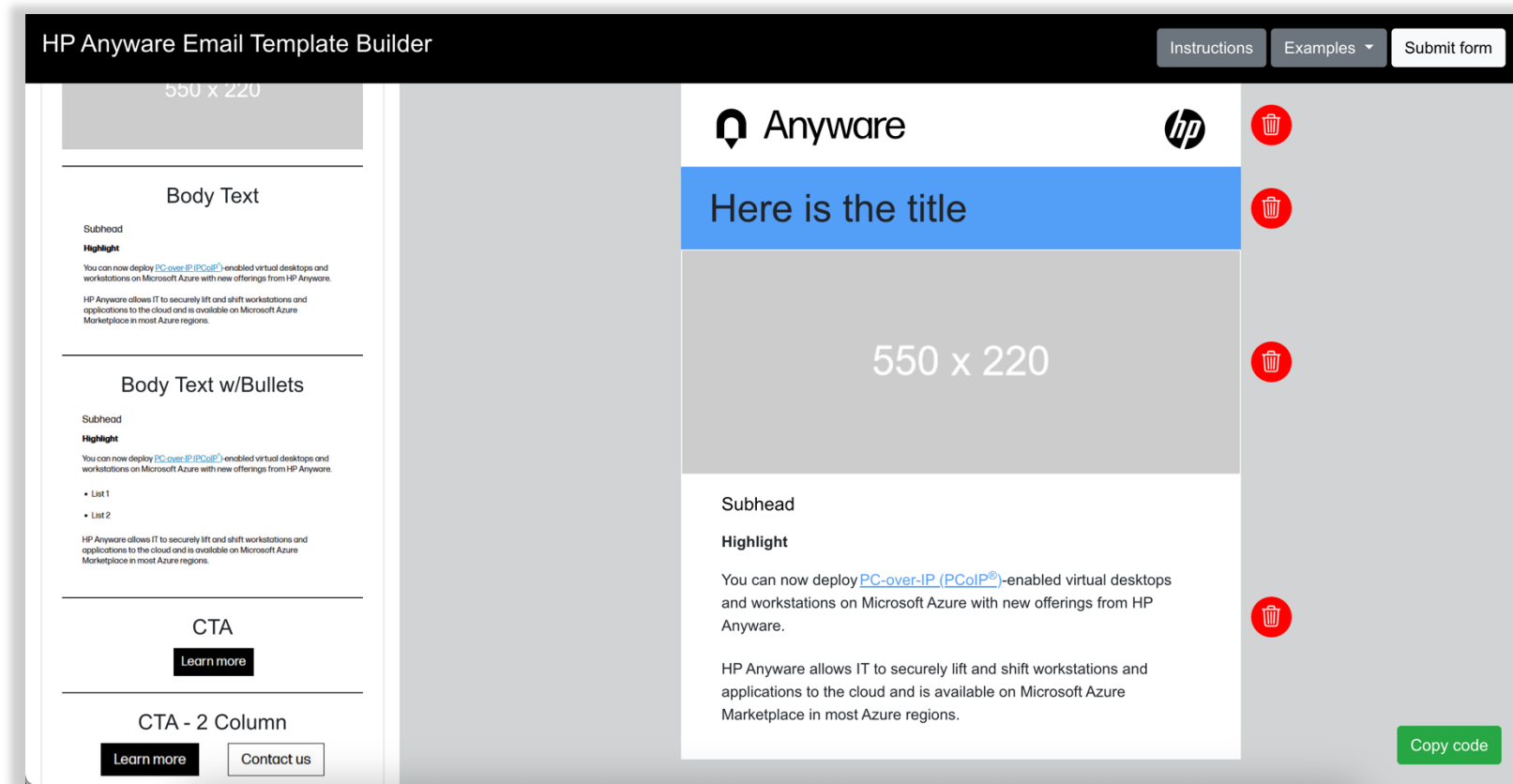
RESULTS

- Successfully unified branding across HP's campaigns and platforms, strengthening its digital offerings.
- Reduced team inefficiencies by providing clear, centralized branding resources.



Drag-and-Drop Email Builder Implementation

CASE STUDY - HP

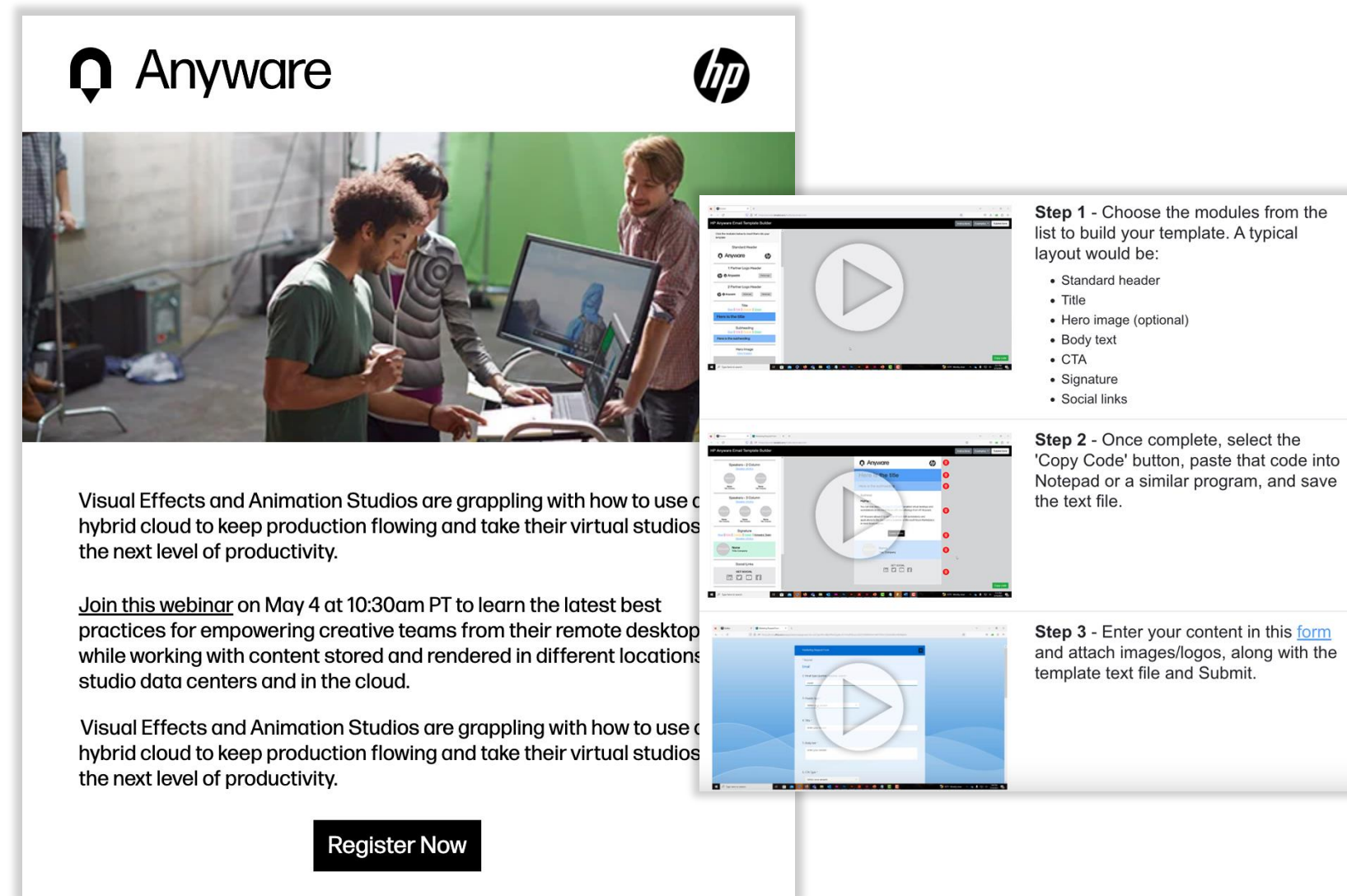


CHALLENGE

- Campaign execution was time-intensive due to manual email design processes.
- Teams faced delays in approval cycles, hindering marketing responsiveness.

SOLUTIONS

- Developed a drag-and-drop email builder, enabling marketers to quickly design and deploy emails without requiring advanced technical skills.
- Integrated tools for automated review cycles, streamlining feedback and revisions.



RESULTS

- Cut email production time by 50%, allowing faster campaign launches.
- Increased productivity, enabling the team to focus on higher-value tasks.



Media Adaptation for Multichannel Campaigns

CASE STUDY - HP



CHALLENGE

- Campaign designs needed to be adapted consistently across various platforms, including print, web, social media, and video, to maintain HP's market presence.

SOLUTIONS

- Collaborated with cross-functional teams to adapt creative assets to each platform.
- Standardized design workflows to ensure brand consistency and high-quality outputs across all channels.



RESULTS

- Delivered cohesive campaigns across channels, boosting customer engagement and reinforcing brand authority..



CASE STUDY

Teradici

Joined Teradici during its early startup phase to lead graphic design and marketing initiatives, playing a pivotal role in shaping and communicating the company's vision to a broader audience. Through the development of cohesive branding, engaging marketing materials, and targeted campaigns, successfully fostered brand recognition, elevated the company's profile within the industry, and contributed to significant business growth during a critical period of scaling.



Establishing Brand Guidelines for a Growing Startup

CASE STUDY - TERADICI

Primary

The Teradici logotype is a design mark and consists of the name in a modified font plus the ® symbol.

Colour

The logo is to be used in black or reversed in white.

Minimum Size

The smallest the logo should be in printed applications is 1" / 25 mm wide. The smallest the logo should be represented on screen is 100px wide.

Background Usage

The Teradici logo may also be used in white on a solid coloured or patterned background, or photograph that allows sufficient contrast.



Clear space surrounding the Teradici logo must equal the height of the letter "i"



CHALLENGE

- Teradici's rapid growth led to inconsistent use of visual identity across internal and external communications.

SOLUTIONS

- Developed comprehensive brand guidelines to ensure consistency across all visual and marketing materials, creating a full suite of templates for both print and digital assets, including brochures, advertisements, trade show materials, email campaigns, and social media graphics.
- Built a centralized design library for employees to access approved branding resources.

Colors

Color palette

This color palette comprises 2 primary colors, 1 secondary or accent color, and 3 tertiary colors.

Primary		Secondary	Tertiary		
RGB 0/62/81	#0a3f5a	RGB 214/0/120	RGB 246/141/46	RGB 254/209/65	RGB 141/14/87
Deepsea	Turquoise	Pink	Orange	Yellow	Raspberry

Varying tints of these colors may be used. Please consult us for recommendations.

Consider pink the primary accent color.

Tertiary colors are alternative accent colors if pink is already used or cannot be used.

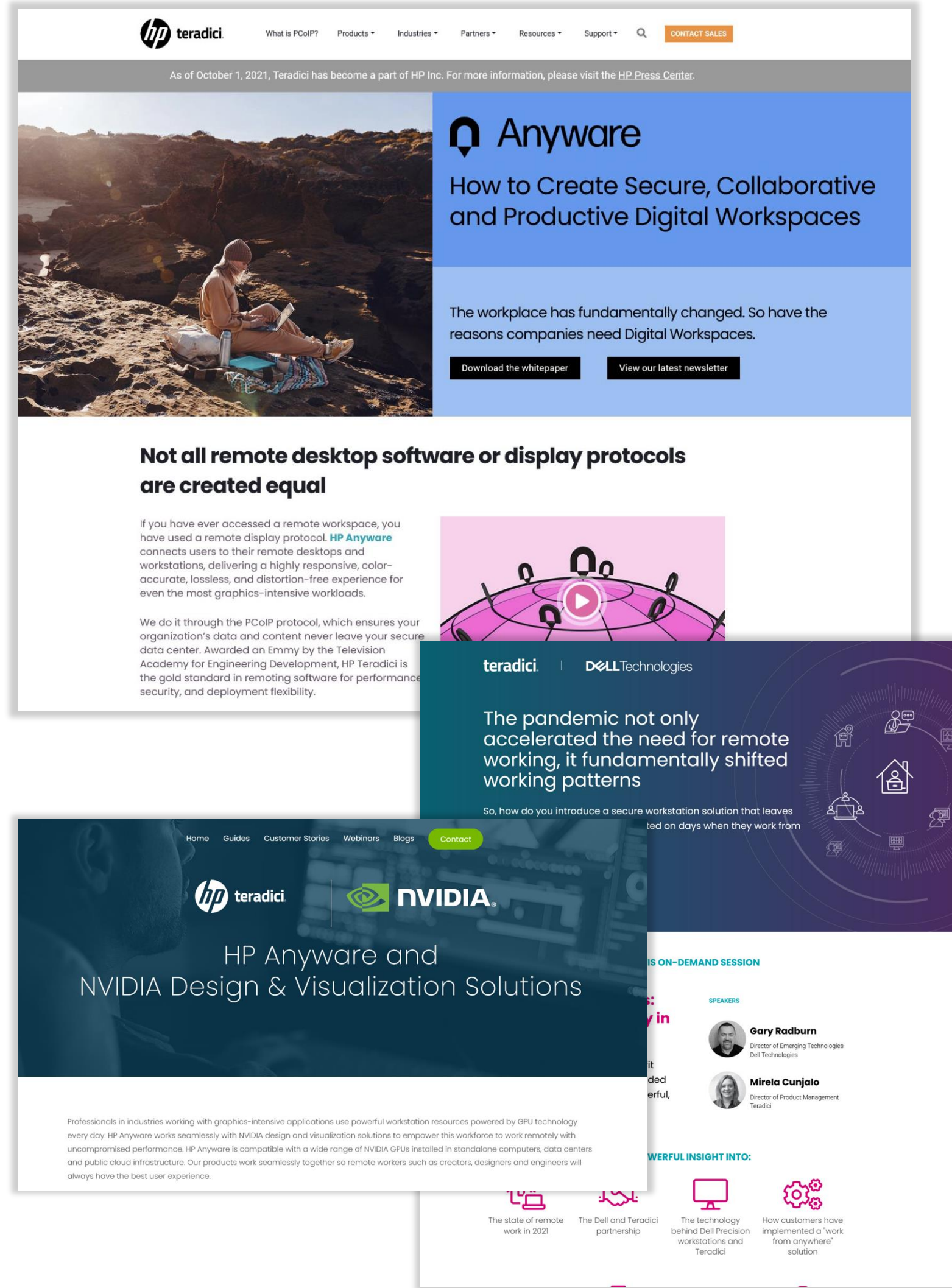
RESULTS

- Strengthened brand consistency, creating a unified company image across all touchpoints.
- Provided teams with the tools to produce high-quality, on-brand materials efficiently across all platforms and applications, streamlining production processes while maintaining a cohesive brand identity.



Corporate Website & Salesforce Partner Portal Management

CASE STUDY - TERADICI



CHALLENGE

The corporate Sitefinity website and Salesforce-based partner portal required optimization to enhance user experience, performance, and brand consistency while improving engagement and discoverability.

SOLUTIONS

- Redesigned the corporate website in Sitefinity, improving speed, navigation, and visual appeal for a seamless user experience.
- Developed and optimized the partner portal in Salesforce, ensuring efficient access to key resources and a streamlined workflow for partners.
- Integrated SEO best practices, optimizing metadata, content structure, and navigation to enhance search visibility.
- Strengthened branding alignment across platforms to reinforce corporate identity and trust.

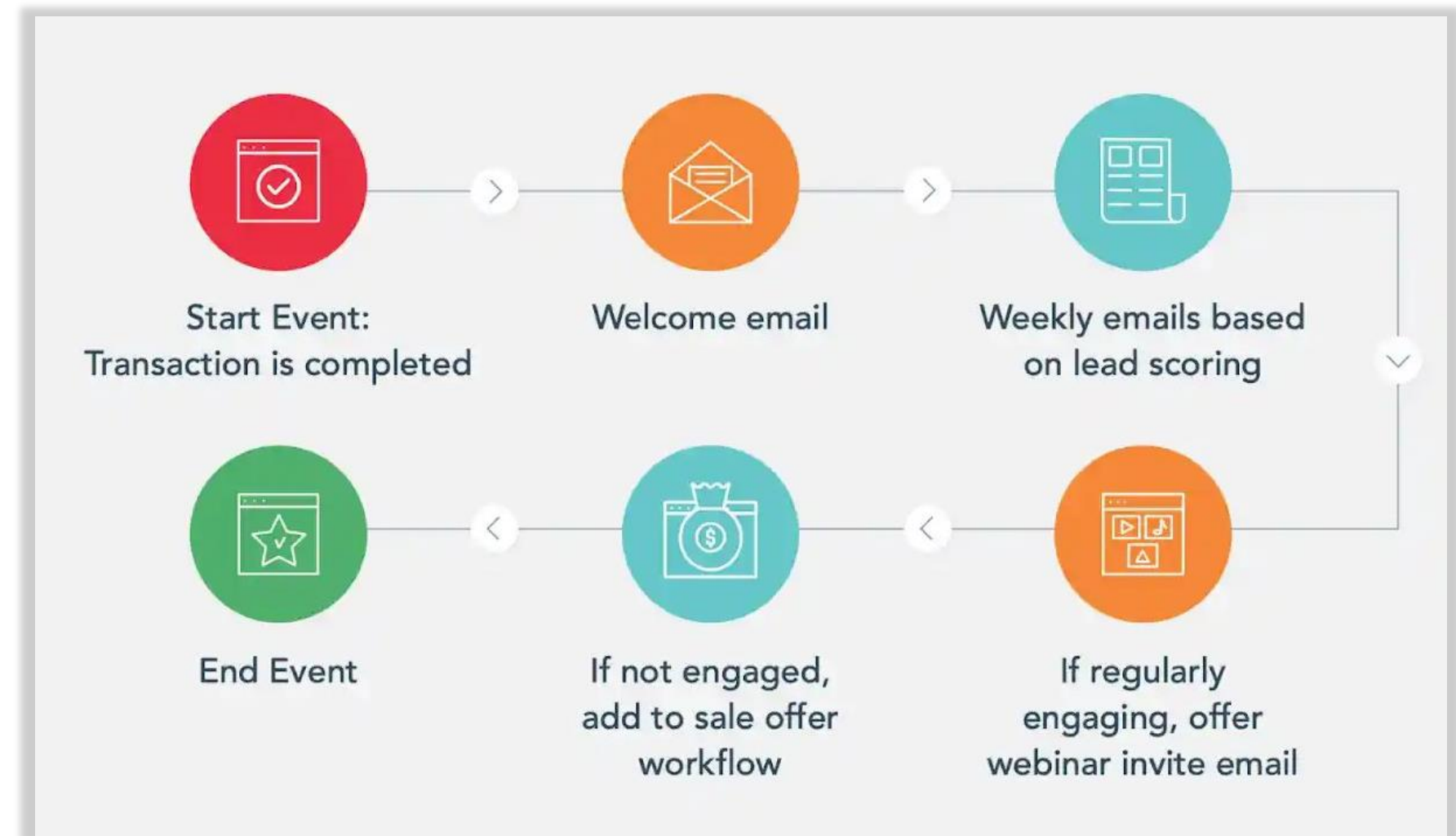
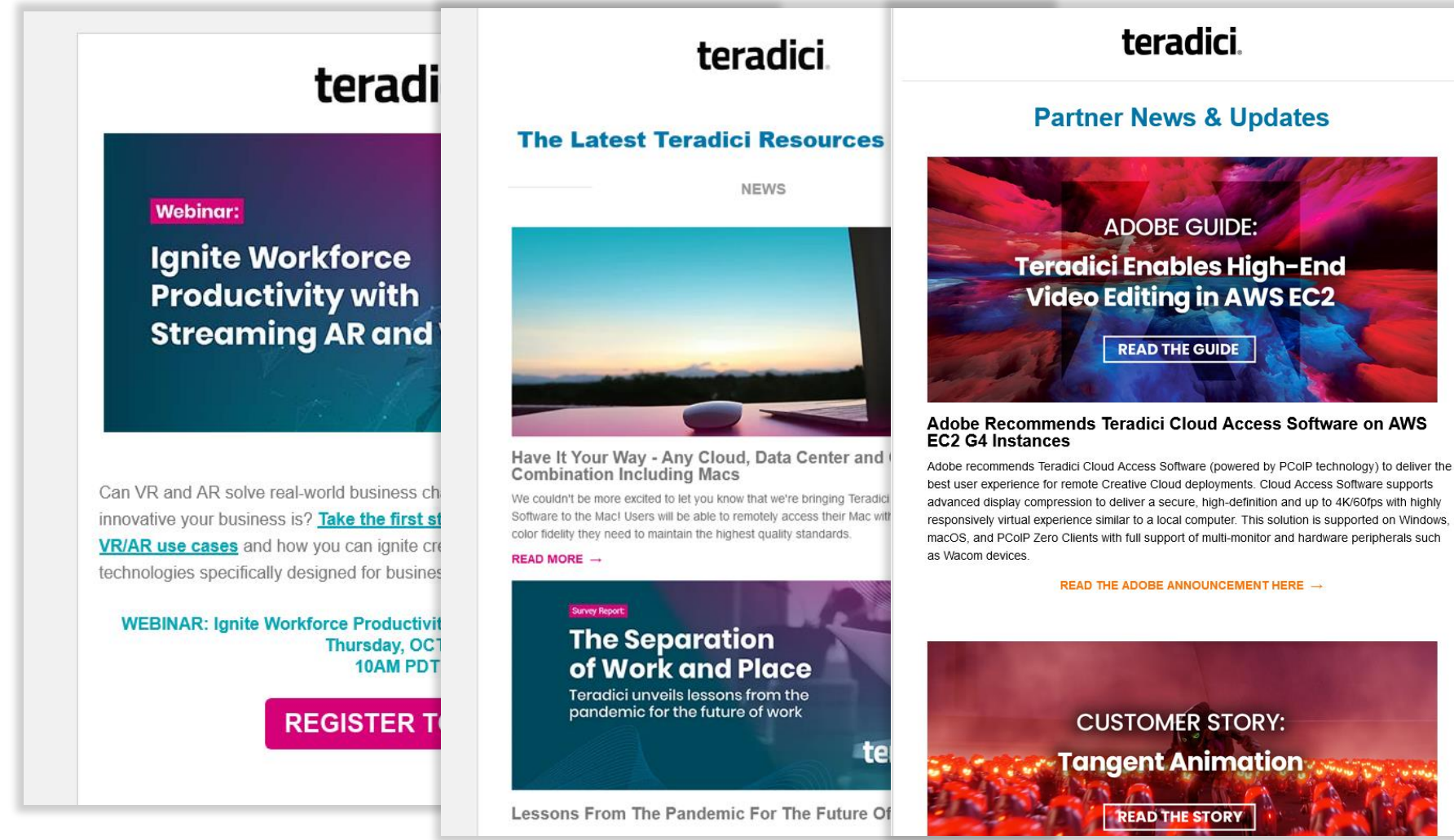
RESULTS

- Increased website traffic and partner engagement through improved UX and performance.
- Reduced bounce rates and enhanced lead generation with a more intuitive interface.
- Strengthened brand consistency and credibility, ensuring a cohesive digital experience for users.



Improved Lead Management & Marketing Automation

CASE STUDY - TERADICI



CHALLENGE

- Teradici lacked a centralized system to manage inbound leads effectively, resulting in inefficient follow-ups, inconsistent nurturing, and limited visibility into marketing performance.

SOLUTIONS

- Implemented **HubSpot CRM** to streamline lead tracking, automate workflows, and improve segmentation.
- Designed and launched **automated email sequences** to nurture prospects based on engagement and behavior.
- Integrated **marketing analytics dashboards** to provide real-time insights into campaign performance and lead conversion rates.

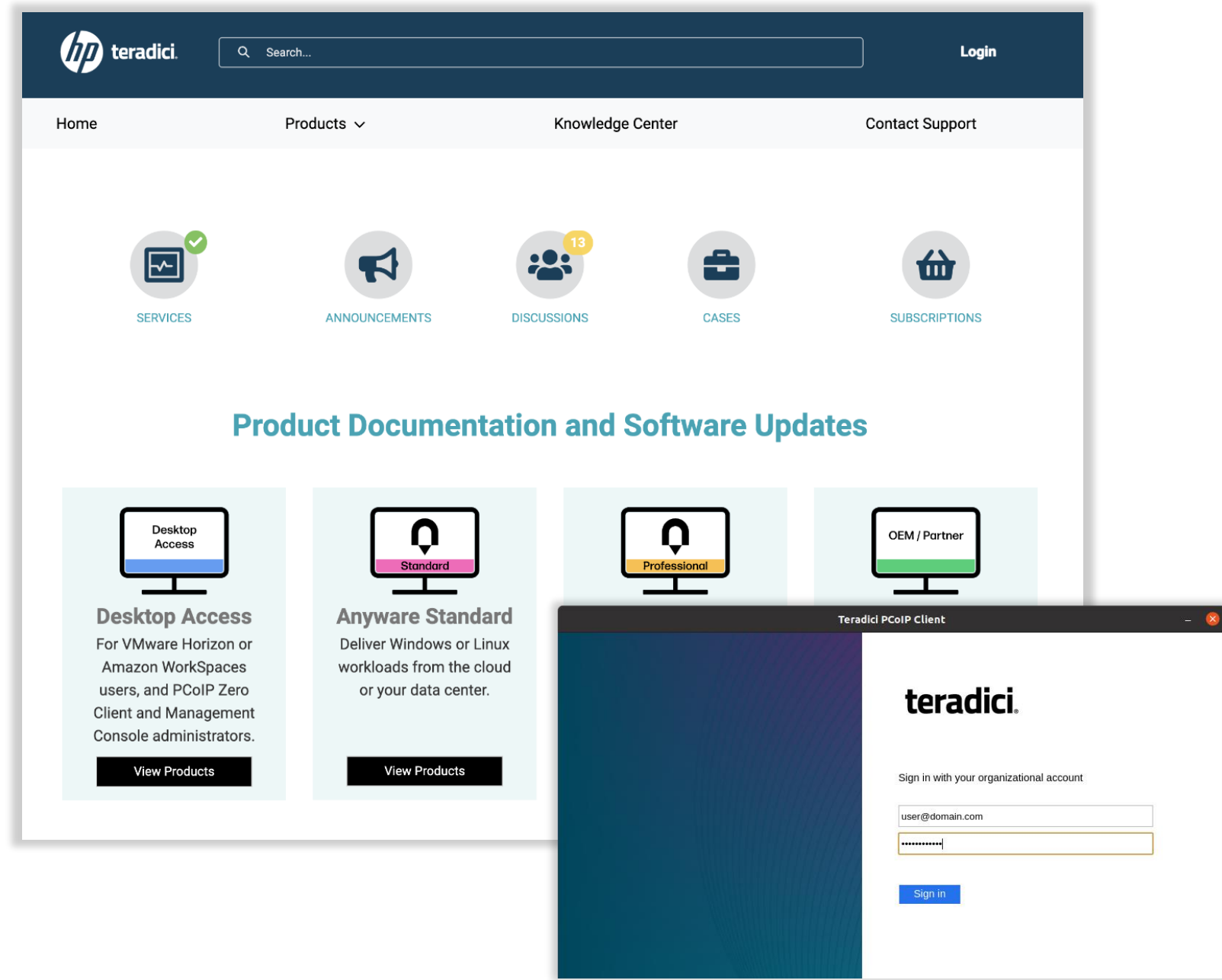
RESULTS

- Increased **lead response time** through automated follow-ups.
- Improved **lead-to-MQL conversion** with targeted nurturing workflows.
- Enhanced **marketing ROI tracking**, leading to data-driven optimizations and better campaign performance.



Knowledge Center and Forum Implementation

CASE STUDY - TERADICI



CHALLENGE

- High customer support ticket volume strained resources and impacted customer satisfaction

SOLUTIONS

- Designed the Knowledge Center and Community Forum in Figma, creating an intuitive and user-friendly layout.
- Developed a Salesforce-integrated knowledge base to centralize resources and streamline support.
- Created guides and FAQs to empower customers with self-service solutions.
- Implemented intuitive navigation and search functionality for easy access to information.

RESULTS

- Reduced support tickets by 30%, allowing the team to focus on complex issues.
- Improved customer satisfaction and loyalty through quick, self-service options and peer-to-peer support.
- Enhanced operational efficiency by streamlining support processes and reducing resolution times.



CASE STUDY

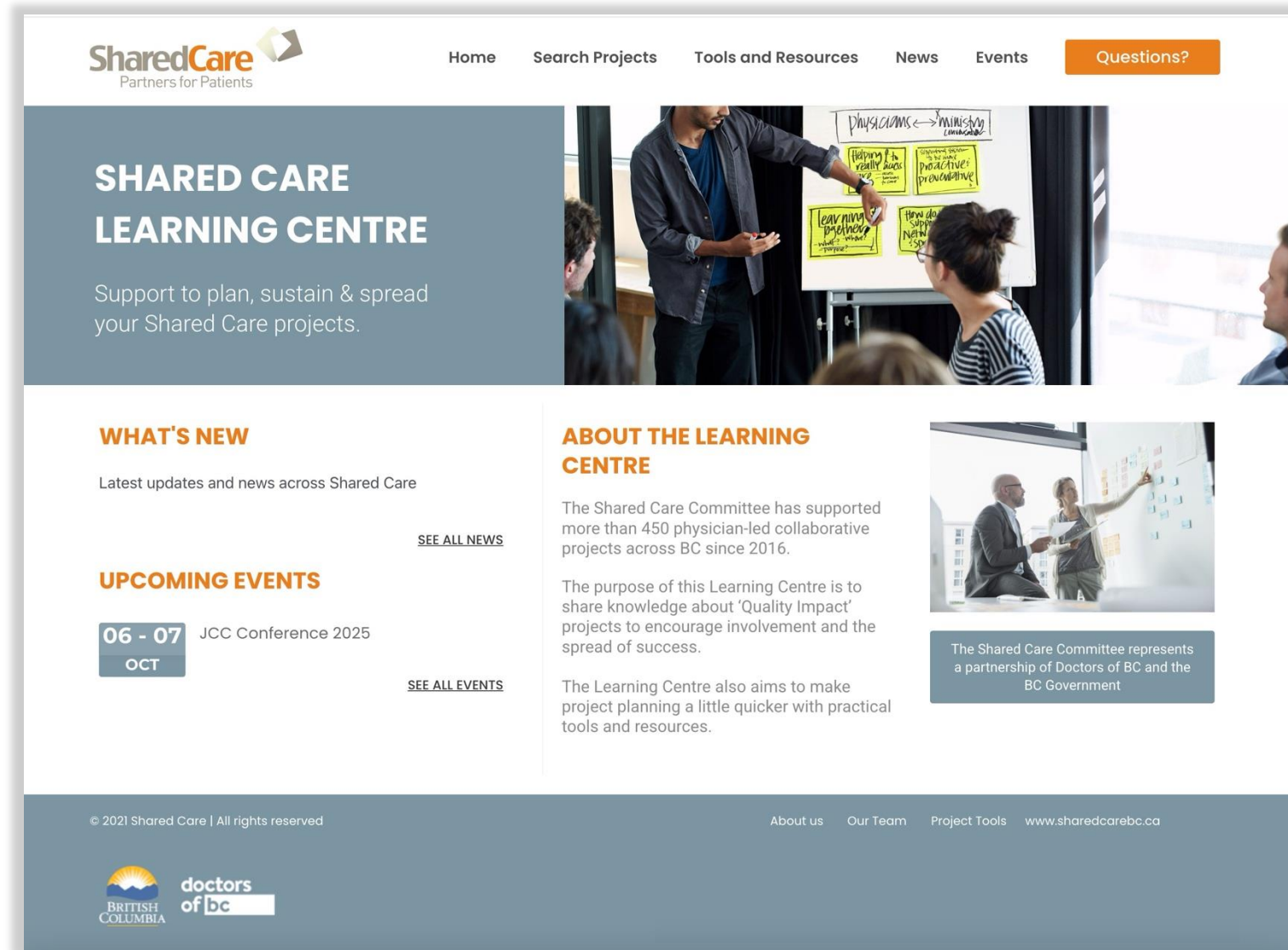
Doctors of BC

Designed and developed a brand-new WordPress website with an integrated LMS to deliver educational courses. Optimized navigation, improved user experience, and implemented SEO best practices to enhance accessibility. Trained staff to manage content independently, ensuring long-term usability and engagement.



Website Design & Development for Shared Care Learning Centre

CASE STUDY – DOCTORS OF BC



CHALLENGE

Shared Care Learning Centre needed a brand-new website to serve as a central hub for educational resources. They required a modern, user-friendly design with an integrated Learning Management System (LMS) to deliver simple courses and support staff in managing content.

SOLUTIONS

- Designed and developed a custom WordPress website from scratch with a clean, intuitive layout.
- Implemented an LMS component, allowing users to easily access courses.
- Optimized site structure and navigation for a seamless user experience.
- Applied SEO best practices to enhance search visibility.
- Provided staff training, ensuring the team could efficiently manage content and course materials.



RESULTS

- Successfully launched a fully functional, visually appealing educational platform.
- Improved user engagement with an intuitive course delivery system.
- Increased organic traffic and accessibility, making resources easier to find.
- Enabled staff to manage content independently, reducing reliance on external support.



CASE STUDY

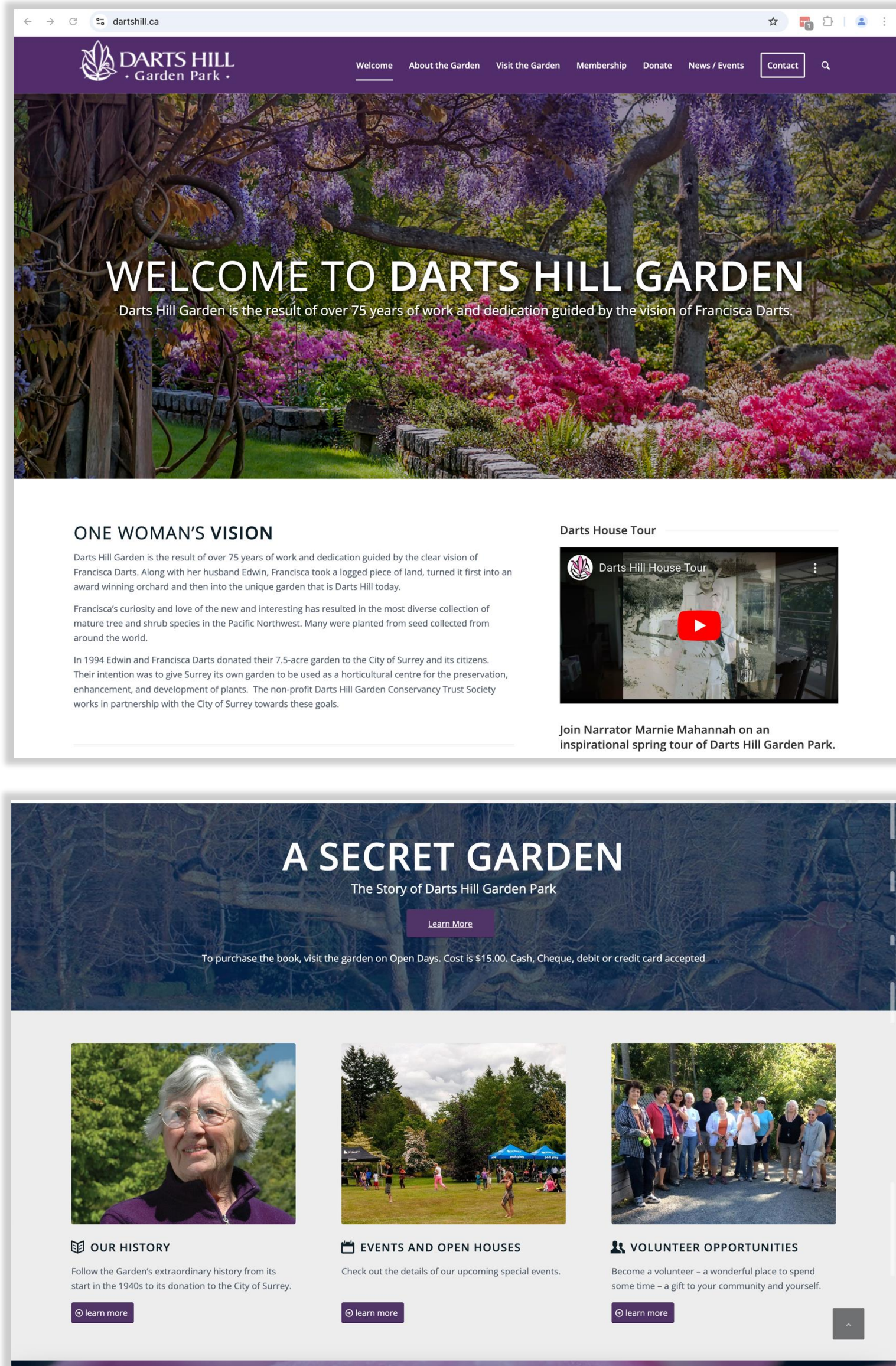
Darts Hill Garden Park

Designed, developed, and maintained the WordPress website for Darts Hill Garden for over 10 years. Implemented WooCommerce e-commerce and auction functionality for events, integrated membership management, and provided ongoing security updates and performance optimizations to ensure a seamless digital experience.



Website Design & Development for Darts Hill Garden

CASE STUDY – DARTS HILL GARDEN



CHALLENGE

Darts Hill Garden needed a custom WordPress website to showcase its botanical collections, events, and membership offerings. Over the years, the site required ongoing development, security updates, and new functionality to support an evolving digital presence.

SOLUTIONS

- Designed and developed the original WordPress website with a user-friendly layout.
- Implemented WooCommerce e-commerce and auction functionality for garden events and fundraisers.
- Integrated membership features, allowing new and existing members to sign up and manage their accounts.
- Provided monthly WordPress updates and security maintenance to ensure performance and reliability.
- Continuously enhanced the site's functionality to support the garden's needs.

RESULTS

- Successfully maintained a secure, up-to-date website for over 10 years.
- Enabled seamless event management through WooCommerce-powered auction and e-commerce features.
- Increased member engagement by streamlining the sign-up and renewal process.
- Ensured consistent performance and security, minimizing downtime and vulnerabilities.