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WELCOME

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CHAPTER AS A VIDEO**





WELCOME TO EXACTA

Hello and welcome to the Exacta hardware brand management blueprint.

People say don't judge a book by its cover or buy a bottle of wine because of its label, but, we all do.

Let's face it - companies like Apple have set a high standard when it comes to product branding, product packaging and the overall out-of-box experience.

Imagine purchasing an apple device and being sent a Dell machine running apple software. I doubt Apple would have become the world's most valuable brand by doing that!

So, it's important that your branding follows a similar strategy. If you are shipping your software solution on a 3rd party hardware platform like Dell or HP - then you could be harming your branding journey by delivering a negative out-of-box experience.

Perhaps you think - my customers don't care about the hardware or out-of-box experience because its hidden away.

Well in most cases that's not true, and when you watch our customer testimonial video you will see the proof for yourself...

But more importantly, why would you want your customers first impression to be:

- Oh, it's a Dell machine! I wasn't expecting that!
- I could have bought a Dell machine myself and saved money!
- Who do I call when I have a hardware problem?
- Or, I can't believe I have spent so much on this software solution and they send it to us on a Dell machine...

Luckily Exacta provides a cost effective and simple solution to this...

Let Exacta help you extend your Logo and Branding values from your software solution to your hardware and even your packaging.

After all, when it comes to your software solution and your customers out-of-box experience, you only get one chance to make a good first impression.

Now that you've done all the hard work and you've sold your software solution to your customer, don't ignore the hardware by loading it onto a Dell or HP machine, and forgetting about it.

It's all about extending that positive experience and setting the stage for the experience of your product. Because a great out-of-box experience means a happy customer for life. Now is the time to reinforce the perceptions your customers have about your software solution and branding.

And create an overall experience for your customers that makes

You've worked hard to create a strong company brand - a great logo and a software solution you are proud of - So why would you install it onto a Dell server - for it all to be forgotten?

Instead - continue your logo and company design onto your hardware and packaging - making it aesthetically pleasing thus differentiating yourself from your competition.

Make your product design generate a viral customer interest that leads to customers selecting your products over and above all other solutions.

We will help you create a strategic hardware branding blueprint that provides project plans, creative mockups and logistic execution. Isn't it time for your company branding to unleash its full potential?



WE BELIEVE THAT INVESTING IN YOUR HARDWARE MARKETING WILL PAY OFF

And, will drive higher revenue, growth and profits.

With our hardware brand management programme, your company will benefit from our strategic thinking, focused brand plans and brand positioning, to maximise your brand's true potential as an industry leader.

Simply click on the button to be contacted by one of our branding specialists, or continue watching the hardware brand management blueprint series, to learn more about how Exacta can do this for you and your brand.

Thank you and we look forward to talking to YOU soon.

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ENHANCE YOUR LOGO EXPERIENCE

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YOUR LOGO EXPERIENCE

Hello and welcome to Chapter 2 of your hardware brand management blueprint.

As discussed in Chapter 1, your out-of-box experience can be positive or stressful, and often deeply affects your customers perception of your business.

They have purchased your software solution and may be confused when a standard Dell or HP machine arrives at their office. When instead you should continue to make an impact and deliver a solution that is part of your branding.

Even when the delivery arrives at your customers premises - they should be impressed with your branded box. Then as they open the box and see your branded server, your company branding and logo are evident - with a custom front bezel - representing everything your company is all about...



EXACTA BUILDS YOUR BRANDING INTO A DIFFERENT EXPERIENCE

Which ultimately helps create loyalty. With our blue ocean strategy, Exacta helps your company continue its success as a market innovator through branding, design and a unique out of box experience.

Helping you to create a new market and new demand for your own unique solution that goes above and beyond existing competitive products. This approach allows you to stand out from the crowd and be seen as an industry leader.

Literally turning your customers into referral engines as they show off your solution and branding to others. All you need to do is send us your company branding and logo and we do the rest.

Our design teams create a mockup of your new branded hardware and packaging and provide you with a free consultation to make sure your Brand identity is represented to its full potential.

STRATEGIC HARDWARE BRANDING

We will help you create a strategic hardware branding blueprint that provides project plans, creative mockups and logistic execution.

Isn't it time for your company to unleash its full branding potential?

We believe investing in your hardware marketing, will drive higher revenue growth and profits. With our hardware brand management programme, your company will benefit from our strategic thinking, focused brand plans and brand positioning, to maximise your brand's true potential as an industry leader.

Simply click on the button to be contacted by one of our branding specialists, or continue watching the hardware brand management blueprint series to learn more about how Exacta will do this for you and your brand.

Thank you and we look forward to talking to YOU soon.

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YOUR BRANDING JOURNEY

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HELLO AND WELCOME TO CHAPTER 3

Steve Jobs once said: “You have to start with the customer experience and work back toward the technology, not the other way around”

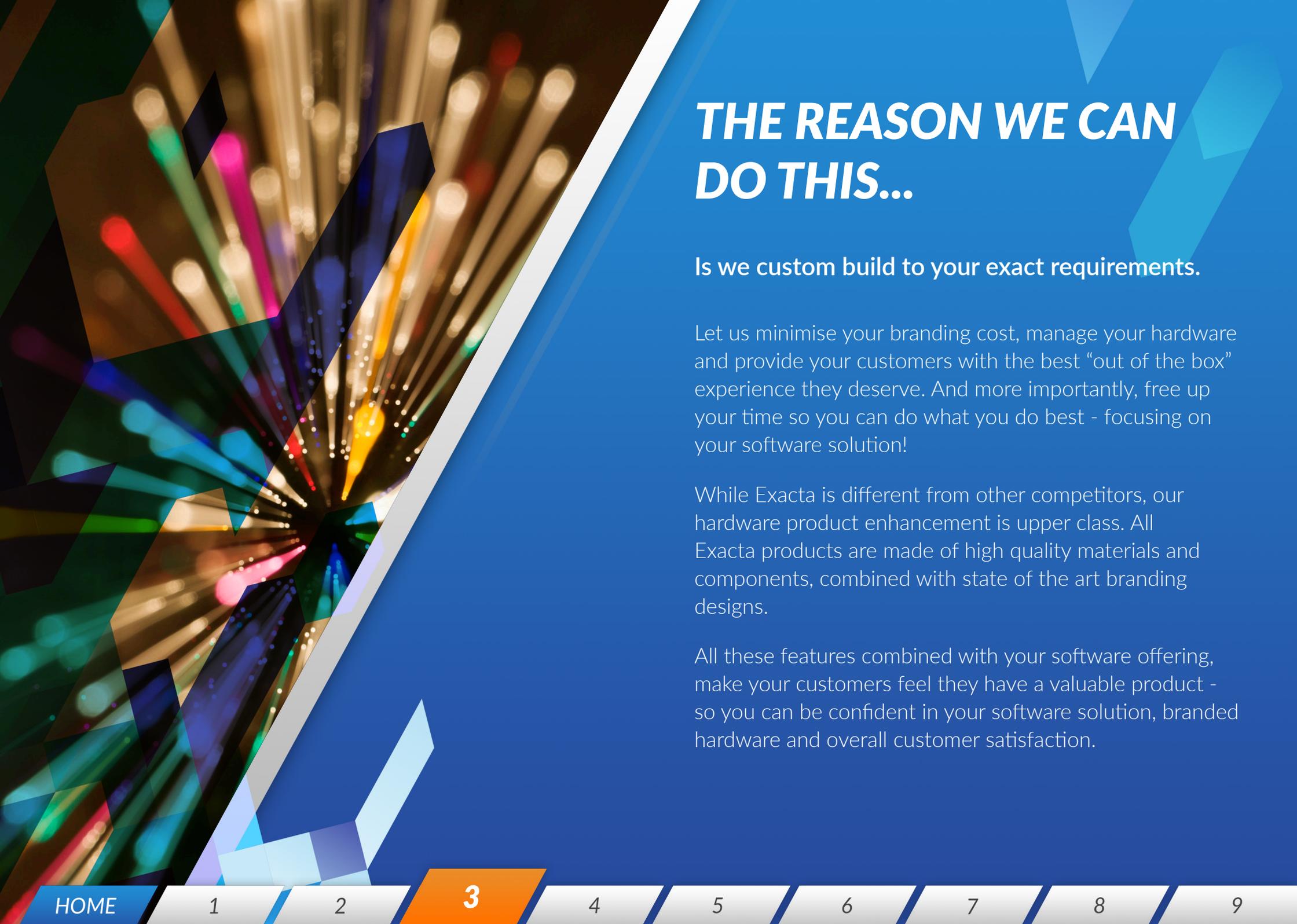
And that is exactly what Exacta does for your hardware. Most of our clients provide their own unique software solutions. Using Dell or Hp machines to run them on.

This easy option may work well initially, however in the long run major problems

can and will occur. Such as, limited flexibility with hardware specifications, components going End Of Life without notification, drivers no longer working because of internal component changes, the list goes on.

These hardware problems slowly

compound, affecting your overall solution and branding - resulting in your customers receiving a negative out-of-box experience! And that’s when Exacta steps in - to not only eliminate your hardware challenges but to create the ultimate out-of-box branding experience for your customers.



THE REASON WE CAN DO THIS...

Is we custom build to your exact requirements.

Let us minimise your branding cost, manage your hardware and provide your customers with the best “out of the box” experience they deserve. And more importantly, free up your time so you can do what you do best - focusing on your software solution!

While Exacta is different from other competitors, our hardware product enhancement is upper class. All Exacta products are made of high quality materials and components, combined with state of the art branding designs.

All these features combined with your software offering, make your customers feel they have a valuable product - so you can be confident in your software solution, branded hardware and overall customer satisfaction.



EXACTA UNDERSTANDS

Exacta understands what gets your customers excited regarding the look and feel of products, and then executes on that vision.

Our studio is equipped with a shop for rapid prototyping in-house. Through iterative prototyping we push beyond the expected and help you make informed decisions.

We can work with you to create a product development roadmap, ensuring your hardware configuration is right at the cutting edge so your customers always receive the same highly optimised product - year after year.

Before we deliver your solution to your customer, everything is tested, proven and locked down, delivering a stable solution that's on-time and competitive in all respects.

You could travel the world looking for providers who can deliver the flexibility that's delivered as standard by Exacta. Alternatively, you could cut the journey short and challenge us with your needs.

YOU'LL LIKE WHAT YOU SEE

We're confident you'll like what you see. Being a reflection of your markets needs - at a price you'll be delighted to pay.

We will help you create a strategic hardware branding blueprint that provides project plans, creative mockups and logistic execution.

Isn't it time for your company to unleash your full branding potential?

We believe that investing in your hardware marketing will pay off. And, will drive higher revenue growth and profits. With our hardware brand management programme, your company will benefit from our strategic thinking, focused brand plans and brand positioning, to maximise your brand's true potential as an industry leader.

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NICK ROGERS

MANAGING DIRECTOR

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I'M THE CEO OF EXACTA

I wanted to make this short video myself because we've barely touched on the capabilities of what Exacta can do for you within this hardware brand management blueprint series.

Make sure you check out the customer testimonial video as well - because they show proof of the benefits you'll be able to take advantage of. Benefits that make a significant difference not only to your overall company branding but more importantly to your customers out of box experience.

I've kept this hardware brand management blueprint series brief because time's a valuable resource and we have little of it to spare these days - hopefully though, i've managed to capture your attention. If you're anything like me - you may well be wondering, 'how long is all this going to take and

how much much is al this going to cost?'

Well, we've made the next step easy for you - I'm a strong believer that business is all about people and developing relationships. And that's because people buy from people.

I didn't want my sales team to cold call you and confront you with an awkward sales pitch. Instead, I've produced this blueprint series so you can make up your own mind whether or not, your branding and out of box experience is important for you!

If it is - then what can I offer you...

We start by understanding your software and the solution you provide.

You tell us about your branding values and logo

We look at the hardware you are currently using and work out if you require a bespoke specification which would increase the performance and ease of use for your solution

We begin to understanding your logistics

For example - we can hold your inventory and deliver directly to your customers in your own branded boxes

I can take away a lot of the headaches that are more than likely affecting your business today

And we can even load your software and fully support your hardware.

WE DESIGN AND BUILD A HARDWARE JOURNEY

Then, we design and build a hardware journey that creates a unique customer experience making sure your branding stands out from your competition.

But where the real innovation occurs is when you send us your Logo and branding colours. That's when we create the first mockup of what your new hardware is going to look like!

Then you'll see for the first time, how your hardware and branding will create a real impact on your customers - and the out-of-box experience that follows changes everything.

That's when, what Exacta does, makes sense.

Especially, when compared to a standard Dell or HP box. Your clients will feel they're getting something different and exclusive, by provided them with an intuitive,

compelling and meaningful out-of-box experience.

Enhancing the perception of your software solution and your overall company branding. And, when it comes to pricing - it's not as expensive as you might imagine.

Because of our purchasing power with the major hardware vendors - our hardware costs are very similar to that of major brands. So that's it - click the button - and we'll contact you at your convenience or just pick up the phone and give us a call...



DROP IN HAVE A COFFEE

Oh and by the way - you're welcome to come and see us at any time - drop in - have a coffee and we'll show you around the premises.

Then you can meet our design teams, after all, if we're going to work together then let us become part of your team.

I look forward to meeting you soon.

[CLICK HERE TO
VISIT EXACTA](#)

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MEET THE TEAM

CLICK TO VIEW ONLINE





MATTHEW C

FINANCIAL DIRECTOR

The fearless leaders of our Director team, driving our qualifications, designs and company towards what's next and beyond.

Mat works alongside Nick, and provides an exceptional service, is very hands on with client finances and is commercially aware, advising on the best path of growth for each new project.

Mat has overall control and responsibility for all financial aspects of Exacta's strategy and has excellent communication skills with all levels of staff, often having to work with various departments to help them plan and manage client projects.



NICK WILLIAMS

BUSINESS DEVELOPMENT

Nick prides himself on his ability to learn about each of his client's current businesses on a fundamental level, then working alongside clients to explore business goals and formulate a design plan of action for a successful project.

We help our clients realise the true potential of their branding through the provision of custom designed and branded turnkey hardware platforms that optimise performance and increase visibility.

This helps to increase both sales revenue and sector awareness through a consultative and hands on approach to what is an indepth sales process. Nick responds fast to a clients needs, and fully understanding them, before developing a bespoke solution involving full team integration.

A man in a dark suit and tie is shown from the chest up, with his hands clasped in front of him. Overlaid on the image is a complex blue and white circuit board pattern. The background is a mix of dark blue and light blue geometric shapes.

COLLIN ROSARIO

HEAD OF TECHNICAL

Collin will oversee all activities of your project and provide his expertise and knowledge to your individual project requirements.

Collin is the primary point of contact to address any challenges related to your project. By maintaining open lines of communication throughout the project with you, he establishes a good foundation for a successful project outcome.

Exacta provide a practical and cost effective technical service to all of our clients. This will encompass project evaluation, architectural and engineering design, and the investigations of any technical problems encountered and provision of economical and viable solutions.

CHRIS LANDEN

OPERATIONS MANAGER

Chris overseeing the production of goods and/or provision of services.

Chris directs and coordinates the internal structure of Exacta based on company policies, goals, and objectives to ensure an efficient working environment and that deadlines are met consistently.

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TESTIMONIAL

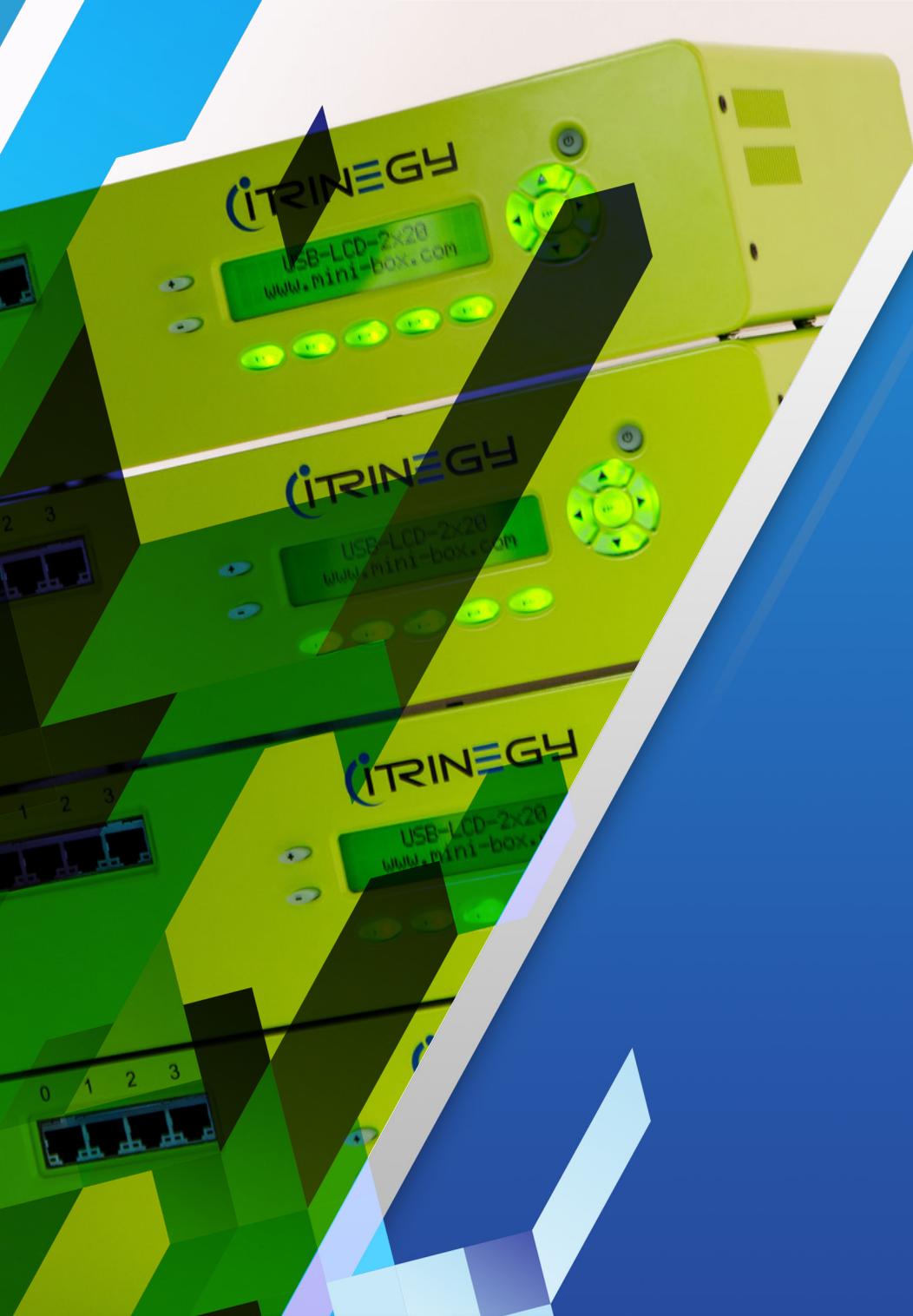
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CHAPTER AS A VIDEO**



“HI PETER, THANK YOU FOR TAKING THE TIME...”

To talk with us today, let's start with a quick introduction and tell the listeners a little bit about what Itrinegy does?”

My name's Peter White, I'm the operations director at iTrinegy. iTrinegy manufacture network emulators that enable our customers to create a laboratory environment of the networks that they want to run applications or devices across. What that means is they can test those devices in a controlled, repeatable environment to ensure that they're production ready.



“THAT’S GREAT PETER, THANK YOU...”

For that introduction, could you please tell us what sort of customers itrinegy typically sell into?”

The sort of customers that we sell to are large enterprises. So one of the largest markets that we sell into globally is defense and government, okay, so, as well as enterprise, large enterprise systems, so large banks, as well as healthcare, also gaming, you know, EA Games, Playstation, Xbox, sort of the authors of those games, retail as well.

So it’s large enterprise environments that we’re selling into. That might be quite important to someone if they’re considering Exacta and they’re selling into large environments. They may think Exacta...maybe they’re not setup for those large environments, whereas they very much are. For example four of their systems recently have gone into a tier one bank in the USA, you know, one of the largest banks in the world. Many of their systems go into secure defense, government agencies around the world. So again once they’re in those environments, they never come out. So they’re going into mission critical secure test environments.

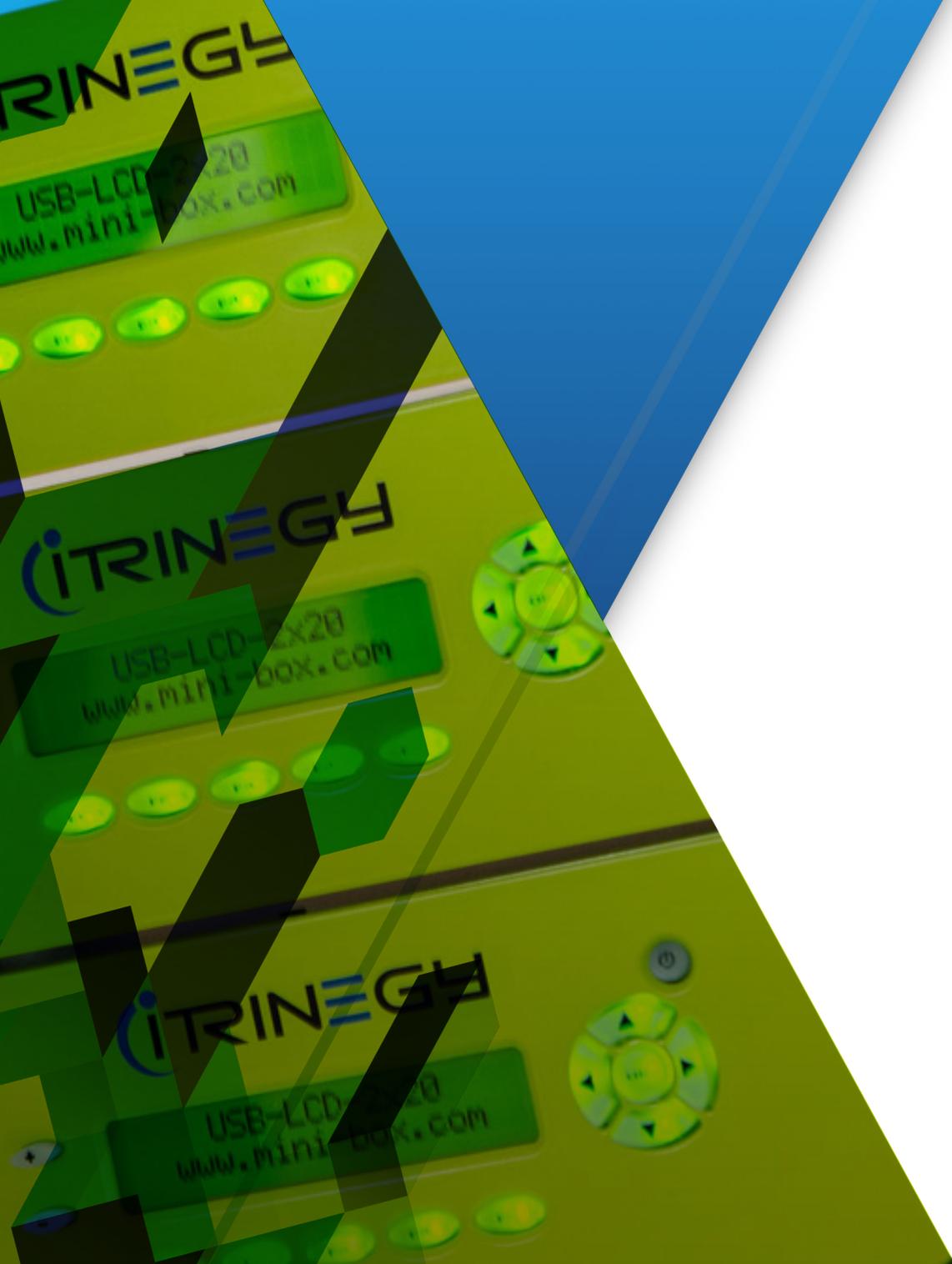
WHAT MADE YOU REALISE THAT IT WAS TIME...

To make a change and look for a company such as Exacta who can design, configure and build a fully customised branded out of box experience?"

So we recognized about four years ago now, that we had to improve our processes to make them more efficient in terms of building and shipping boxes that we manufacture. The fact of the matter was that to scale the business we needed a trusted third party that we could rely on to do that. We certainly didn't want to do it in house because that would mean our own developers, our own engineers would be spending time building systems instead of, you know, developing our own products.

So we spent some time researching the marketplace and found Exacta and decided that we liked what they do. We liked the people. We visited them and yeah, kind of selected them from there really.





“WHAT WERE SOME OF THE REASONS WHY...”

You took a closer look at Exacta for manufacturing, configuring, branding, packaging and customising your hardware?”

There's two reasons. There's the professionalism of the end product in terms of the branding and as you said the out-of-box experience. So there's the professionalism of the product that the customer receives, there's that aspect of it. And the other aspect is that, for us to have those processes in house, in terms of manufacturing building systems to a quality standard as well would require investment on our part and that's not our focus as a business. Our focus on our business is developing the products that we sell. So that's really why we looked for a third party.

“WHAT WAS YOUR...

Out of box experience like before meeting Exacta?”

Branding of the previous generation products was okay but, you know we didn't have branded cardboard boxes, we didn't have professional setup guides, we didn't have the actual products with our logos and colors. We had some very small homegrown sort of stickers that were put on. It wasn't what I'd say, you know, where we are today. It was okay, but it didn't have the professionalism that we really wanted to have in the products.



“NOW THAT EXACTA HAVE DESIGNED...”

A complete out of box solution for itrinegy and taken over your production - How have your customers reacted?”

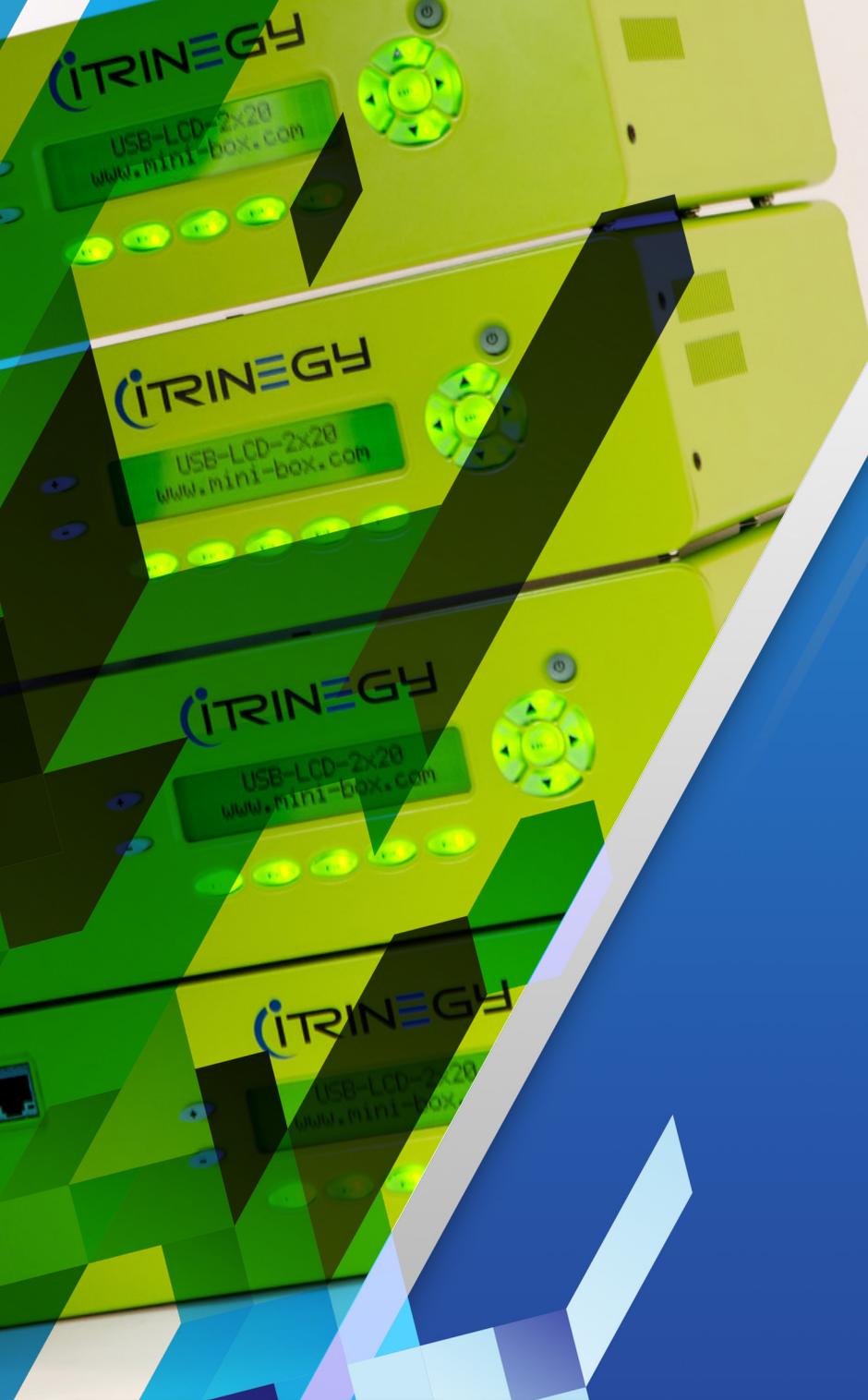
So the boxes themselves, if you haven't seen them...they're a bright green colour so a couple of customer stories. One, because what we do in the industry, one of the sectors we're selling to, the gaming industry and in the gaming industry they talk about lag on networks.

One of our gaming customers call it the green box of lag. So they recognize the brand with the green, you know, they call it the green box of lag. And also what we noticed at trade shows, because we've got this bright green box, when it's on the stand it's very noticeable and it's really a talking point.

Customers come and are quite inquisitive about the box itself, in terms of the colour, in terms of the design of

the box. Obviously Exactor designed that box as well, something I've not mentioned. They helped design the box in terms of the footprint of that particular chassis the NE-ONE emulator.

So it's very noticeable, it's very memorable as well. People do remember the box. Again, when we've been to trade shows people go, “Oh yeah, I saw you at so-and-so trade show last year. I remember that box.”



“DID YOU ALREADY HAVE A SUPPLIER...”

And if so how did you find Exacta?”

Peter: Yeah, we had an existing supplier of equipment, we looked in the marketplace.

Now I can't remember Nick, because it was just as I joined, how we got the intro to you guys.

Nick: It was a recommendation from one of our existing customers.

Peter: Okay. Yeah, so it was through a partner company of ours that recommendation came.



“HOW HAS THE RELATIONSHIP..

With Exacta benefited Itrinegy?”

Yeah. Well, one of the main benefits for us is that we can focus on what we do as a business and we don't have to worry about the manufacturing process or the stock control or the administration, you know, the shipping, building of our systems anymore.

That entire process has been outsourced to Exacta and they handle that for us. That's one benefit.

Another benefit is when we're looking at our future technology road map in terms of Intel processes and other hardware-related challenges or opportunities then

we've got that trusted adviser in terms of the team of Exacta that we can call on and look for their advice and help to kind of bounce ideas off of.



“WOULD YOU SUGGEST TO OTHER

Listening today to consider investing in an out of box experience?”

You know, any technology company that’s providing their solution on a hardware-based platform needs to consider that out-of-box experience that the customer is going to have.

It’s the first point at which they’re going to experience your company so it needs to be a good one and it needs to be a professional one. And they need to be able to open the box, get the system set up quick, without any help from you as the vendor.

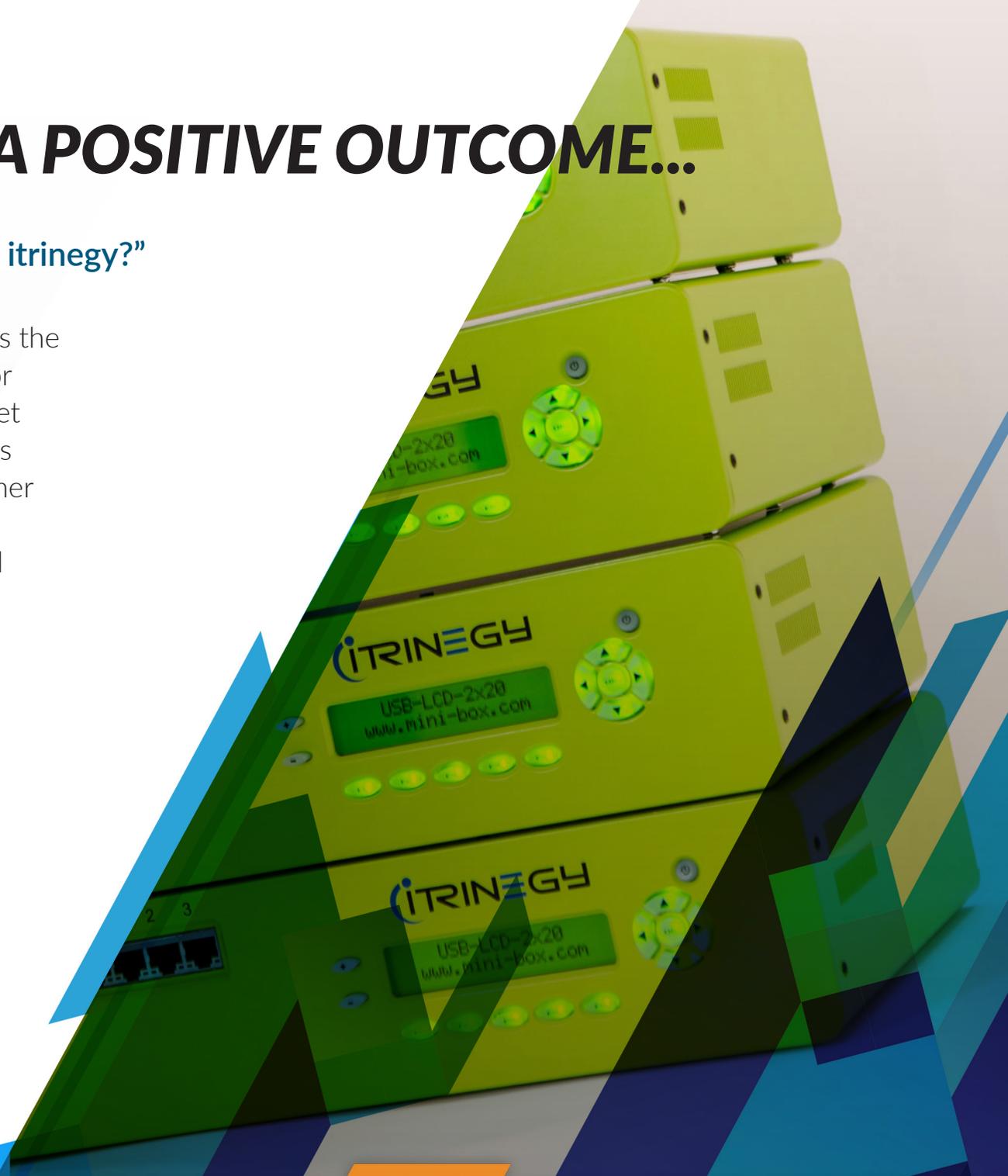
The last thing you want is for the customer opening the box and wondering what to do with it and having to phone your support desk because, you know, that in itself is going to be a cost, a cost to you and obviously it’s not a good experience.

“HAVE YOU NOTICED A POSITIVE OUTCOME...”

From the overall solution that Exacta provide itrinegy?”

It's difficult to tie that to one thing isn't it, whether it's the branding or the product or the support or the price or whatever else is going on. But there's no doubt we get repeatable orders. So in terms of the entering process from, you know, doing a demo through to the customer utilizing the product, the part that Exacta play in that process is absolutely critical because they're involved with a good part of what we do in terms of building the boxes. They not only put the hardware together and brand our boxes with a colour and the logo, but they install our software and configure and test and verify that it works.

So there's a verification process that we know when the box arrives at the customer, Exacta have actually done some Q.A work on our behalf as well as apply a software license, the system is licensed. So knowing that that whole process has been dealt with by Exacta is kind of peace of mind for us as well.



“WOULD YOU RECOMMEND EXACTA...”

To other organisations?”

Yeah, so we've had a partnership. I'm right in saying, Nick, it's been about four years now?

Nick: I think it's been four or five years, yeah.

Peter: Yeah, right. So I've been with the company for four years in March and I'm pretty sure that was when we first started to engage with each other on the first designs of the physical products.

Nick: Yeah, correct.

Peter: Yeah, I wouldn't hesitate to recommend Exacta to anyone, to any organization, similar to us, that needs either a hardware product built and branded or if they're just

looking for an off-the-shelf piece of hardware that they wanted to, have their own colours, their own branding applied. And, you know, just like us, if they wanted a trusted partner that could also do the software installation and the Q.A then Exacta is certainly capable of doing that as well.

Thank you Peter...

[CLICK HERE TO
BOOK YOUR
STRATEGY CALL](#)

7

**BOOK YOUR
STRATEGY CALL**

So as you heard, the Exacta business model is refined. It's thoroughly proven and practiced. It's scalable too. It offers flexibility that you won't find anywhere else and it all happens in the UK from where its reach is truly international.

Ours is the name behind some of the biggest brands in the business. That's not widely known because much of what we do is on a confidential basis. We'd work that way with you too.

In practical terms, working with us is easy. We maintain technical contacts and commercial ones. That's how we keep your specification stable and up-to-the-minute. That's how we get your product shipped where and when you want it.

That's how Exacta works. We work wonders for your brand. We work wonders for your cash flow. We lift the lid on your real growth potential by taking away all the barriers to progress that conventional supply chains put there.

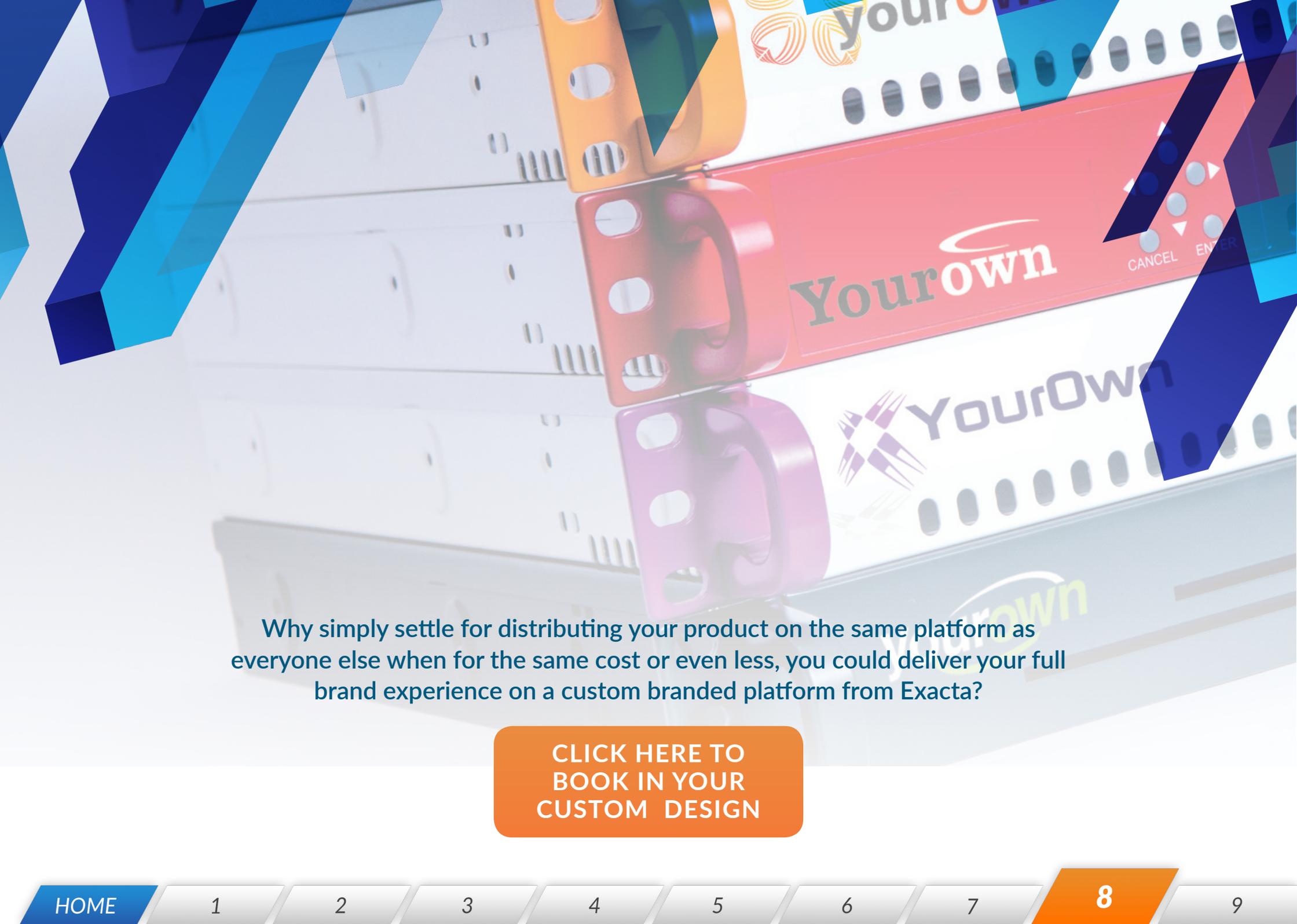
Contact us today on 0117 3510000 and Let's see what Exacta can do for you...

BOOK YOUR STRATEGY CALL TODAY

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8

CLIENT EXAMPLES



Why simply settle for distributing your product on the same platform as everyone else when for the same cost or even less, you could deliver your full brand experience on a custom branded platform from Exacta?

[CLICK HERE TO
BOOK IN YOUR
CUSTOM DESIGN](#)



We can design and incorporate your own logos, model designations and statutory labelling. We can produce cases and enclosures in practically any colour you like and add design accents with colour-key hardware components too. If you've other ideas - we'll listen.

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CUSTOM DESIGN](#)



When Exacta brands your product, that includes fully branded packaging too. We're talking printed top-quality carton packaging - not applied labels on a low-rent, one size fits all box. It's your brand - we're as proud of it as you are.

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CUSTOM DESIGN](#)



Don't worry if designs and brands are just ideas you may have. We have a commercial design team on hand to help you with things like logos and other brand assets you may need to get your product established. It's part of the service our partners have access too.

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So if you like the sound of a product that looks as good in the box as it performs in the rack, then Exacta is on your shopping list. We manufacture in the UK. We ship where and when needed. It's your brand that gets promoted and it's all done on a confidential basis at a pace your business dictates.

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CUSTOM DESIGN](#)



Doing business with Exacta is easy. The rewards are immense. When you Make It Your Own with Exacta, your product achieve the stand-out impact your brand delivers - no less.

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You could travel the world looking for a providers that can deliver the flexibility that's delivered as standard by Exacta. Alternatively, you could cut the journey short and challenge us with your needs. We're confident that you'll like what you see. It'll be a reflection of your markets' needs - at a price you'll be delighted to pay.

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CUSTOMISE YOUR SERVER

Use our server customiser to show how Exacta can make it your own...

Contact us today to discuss your requirements.

SIMPLY BUILD YOUR OWN MOCKUP IN 4 EASY STEPS:

STEP 1: Choose A Case

STEP 2: Choose A Bezel

STEP 3: Choose The Handles

STEP 4: Choose A Logo

We have created some software that helps you build a server and change the design and colours. This really shows you how easy and powerful small changes can be.

We would be happy to design an exact mockup of what your servers would look like, so you can feel confident knowing that you will be creating a complete out-of-box experience for your customers.

Click the button to make it your own...

**CLICK HERE TO
GET STARTED TODAY**



...THANK YOU...