

Case in Point: Launching a Bold New Chapter with Strategic PR

Building Awareness with IT Pros to Drive the Next Stage of Growth

For companies entering a critical phase of evolution, PR becomes more than just communication—it becomes infrastructure. Trusted Tech, a leading provider of Microsoft licensing and cloud-based solutions, was charting a bold new course with a fresh marketing foundation designed to accelerate growth. Known for making IT simple and empowering IT professionals to confidently manage security, AI, and IT infrastructure, Trusted Tech stands at the forefront of helping businesses navigate complexity with clarity.



As the company prepared for a new brand rollout, it recognized the need to prime the market, establish industry credibility, and lay the groundwork for its expanded narrative.

That's where PR stepped in.

To support this transformation, Trusted Tech engaged Lages to shape and execute a PR strategy that would elevate the company's profile, build strategic relationships, and align with key narratives in the IT ecosystem—all ahead of the new brand's debut.

The Program: A Purposeful Framework for Influence and Growth

Launching a PR program before a full brand rollout is no easy task. It requires the ability to both establish presence and hold attention long enough to evolve the story. Our approach for Trusted Tech centered on three foundational elements:

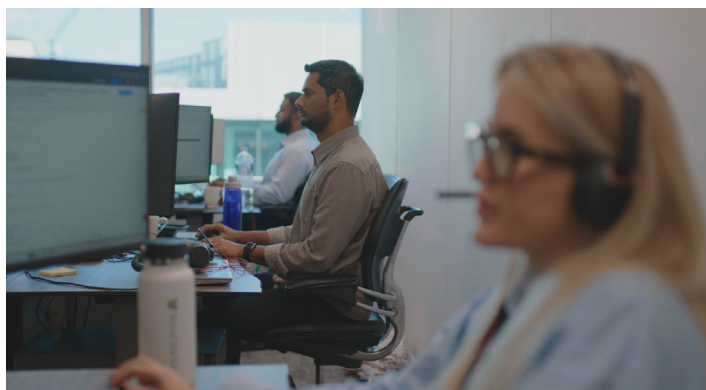


Laying the Groundwork with the Right Voices

We identified and initiated relationships with influential media outlets and industry analysts—ensuring Trusted Tech's leadership, point of view, and value proposition were introduced to key gatekeepers early in the process. These relationships not only positioned Trusted Tech within ongoing IT conversations but also seeded future opportunities for more in-depth storytelling post-brand rollout.

Creating Alignment with Media Trends

Rather than pushing messages in a vacuum, we focused on meeting media where they already were. Through contributed articles, Q&As, executive commentary, and inclusion in trending stories, we embedded Trusted Tech into current industry narratives. This tactic amplified credibility and familiarity without needing to rely solely on brand equity.



Global Readiness with Local Impact

As Trusted Tech prepared to expand internationally, especially into the UK, we developed a cross-border PR foundation rooted in strategic messaging and localization. By collaborating with regional partners and leveraging Trusted Tech's U.S. assets, we ensured the message was globally consistent yet locally relevant.

Bringing Brand to Life Through Community Engagement

To strengthen brand resonance and deepen connection beyond media channels, we emphasized building a local identity that reflected Trusted Tech's values and company culture. This was not only meaningful to employees and stakeholders, but also served as powerful, authentic brand expressions. The result was building goodwill and positioned Trusted Tech as a responsible, people-first organization. These initiatives formed a foundational layer of their community brand, anchoring its growth in purpose and shared values.





The Results: Momentum That Sets the Stage

Success isn't always about flashy headlines—it's about building a trajectory. For Trusted Tech, the results created a strong lift for the brand's future:

Strategic media placements put Trusted Tech into current discussions, giving the company visibility among IT buyers, partners, and stakeholders.

- **Strategic counsel and insight-driven planning** that guided Trusted Tech through message development, media targeting, and market positioning—ensuring every move was aligned with business goals and brand evolution.
- **Earned credibility** via trusted third-party coverage and expert commentary, laying the groundwork for sales conversations and brand trust.
- **International readiness** through the onboarding of a UK PR partner and asset localization to prepare for multi-region brand amplification.

By strategically using the time before brand rollout to embed Trusted Tech into the market's mindshare, we transformed a blank canvas into a launchpad. Today, Trusted Tech is not just ready to unveil a new brand—it's ready to own the next chapter of its story.

In Their Own Words

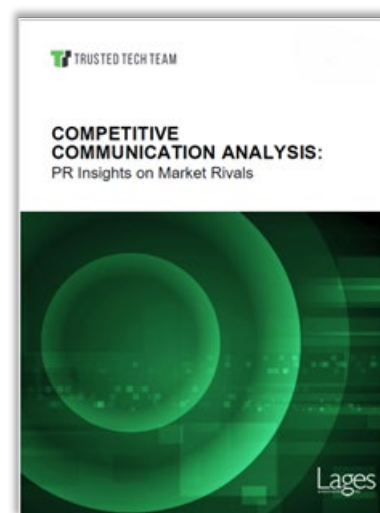
"Trusted Tech Team isn't just another CSP, they're laser-focused on simplifying Microsoft licensing, delivering rapid quotes, and offering enterprise-grade support without the enterprise-grade price tag." – Truth in IT

"Trusted Tech helps SMBs optimize their tech spending, adopt AI, and strengthen security practices with Microsoft solutions." – Channel Insider

"Julian Hamood, founder of Trusted Tech Team, plans further expansion in Europe this year and then in Asia as his company aims for \$500 million in revenue in 2026." – Orange County Business Journal

"The Trusted Tech service combines a proactive and reactive approach. Trusted Tech aims to mitigate issues before they arise, offering advice to IT teams with tailored guidance appropriate for the risk attitude of IT leaders to digital transformation and innovation." – Enterprise Times

According to Trusted Tech, "Implementing AI to unlock its full potential isn't as simple as installing a program or application. It's the integration of an interconnected web of autonomous functions that permeate your entire IT stack." – Unite.AI



"Working with Lages to drive earned media was a breath of fresh air. They understood our concerns, our vision, and the ambitious goals we needed to meet in a short timeframe. Their efforts delivered strong media placements that elevated our brand, increased recognition, and reinforced our relevance with customers."

– Sam Ra, Sn. Solutions Marketing Manager, Trusted Tech

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