

Logical Networks Plc
IT solutions provider

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The new visual identity for Logical Networks was created primarily to provide a feeling of confidence to customers in charge of super critical IT infrastructure programmes in financial institutions.

To overcome the objections of IT Directors to using smaller, ‘less established’ providers was essential in breaking into this lucrative London market.

A powerful, consistent and highly focused communications programme, over several years, provided the support the key account sales teams needed to beat their ‘larger’ rivals.

At the limits of experience comes the confidence to go further.

There is a feeling you get the moment you push beyond your usual limitations – either exhilarating or terrifying – depending on whether you’ve got it right or wrong. Working with Logical to enable key aspects of your business, and the experience we share, lets you know you’ve got it right.

And with Logical you get far more than the assurance of our own experience. There’s the collective expertise of our partners. Industry leaders such as Cisco, Microsoft, IBM and Sun. So when it comes to e-business solutions, we can give you the confidence to make the jump.

LOGICAL
Solutions for the new economy

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Like anything, confidence has to be built.

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You? Have more confidence with our experience.

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