



**Q2 CASE STUDY**  
**GET THE MESSAGE—STRATEGIC**  
**BRAND POSITIONING DEFINES**  
**MDA TECHNOLOGIES.**

## **MDA TECHNOLOGIES**

MDA Technologies was experiencing consistent and strong growth in their business, government and healthcare sectors. But to reach their ambitious long-term corporate goals and capture a shifting market, they knew they needed to refocus their strategic messaging. Well established with their current regional client and prospect base, the company sought to expand into larger organizations. Additionally, they were preparing a full-scale launch of a first-to-market software product for hospitals.

They engaged Q2 Marketing to help them define both their corporate and new product brands. We deployed the Q2 Messaging Development Process (QMDP). This began with a Messaging Workshop that consisted of an interactive and extensive Q&A. The Workshop helped the combined team fully understand company background, company strengths, opportunities and aspirations for the short- and long-term future. This Workshop provided the raw data we needed to begin assembling MDA Technologies' messaging. Supplementary materials were also provided, such as existing collateral, proposals, news articles, etc.

The next step was to compile the Messaging Charter. This step was the intersection of MDA Technologies' value proposition, and Q2 Marketing's intimate knowledge of B2B and B2G IT branding. To create this document, we established major themes that ran throughout MDA Technologies and their various service and product offerings. We studied what their clients were saying about them and how they regarded the company. We took into consideration their current audience and the audience they wanted to impact as they moved into larger organizations, including the specific decision makers and decision influencers. All of this was taken together to create the MDA Technologies difference.

A perception barrier that MDA Technologies experienced was lack of expertise in particular markets. As their core business is web-based application and database development and web design, this was truly less a performance barrier than a perception barrier, but needed to be addressed in strategic positioning.

After two minor revision phases, they approved the final draft of the Messaging Charter. Here is a sampling from it:

*What does MDA Technologies do, and for whom?*

*We are specialists in diverse markets. In addition to mid-sized and growing small businesses, we provide leading-edge solutions to government organizations and hospitals. We help these organizations manage information, improve workflow and share data more effectively by providing solutions that work for their businesses. We do this through:*

- The intersection of innovation and best practices. We provide sophisticated engineering services and project management to the Department of Defense, and leverage these rigorous standards of performance for the private sector.*
- Improving efficiency, reducing operating costs and increasing revenue through custom application development, including MDA TransQuest™, the first-to-market PDA application for the hospital transporter market. Our work at Potomac Hospital is a shining example of how we have created solutions that solve a specific need, and fit seamlessly with their other systems. Hospitals are a rapidly-growing market segment for us.*
- Enabling your web site—internet and intranet—to help drive your business. MDA Technologies features fantastic web design as well as web-based functionality including e-commerce, survey collection, and various forms of data capture that help you leverage the web to reach your business objectives.*

“Q2 MARKETING HELPED US REALIZE ONE OF THE THINGS THAT SET US APART FROM OUR COMPETITION IS OUR UNIQUE ABILITY TO BECOME PARTNERS IN OUR CLIENTS’ SUCCESS. THE SAME CAN BE SAID FOR Q2. WITHOUT A DOUBT, THEY HAVE BECOME PARTNERS IN MDA TECHNOLOGIES’ SUCCESS. BY WORKING WITH Q2 TO DEVELOP AND LAUNCH OUR NEW STRATEGIC MESSAGE AND COLLATERAL SUITE, WE HAVE REALIZED INCREASED REVENUE. WORKING WITH Q2 MARKETING HAS BEEN ONE OF OUR BEST BUSINESS DECISIONS.”

**PAULA MAXEY, VICE PRESIDENT, CORPORATE DEVELOPMENT, MDA TECHNOLOGIES**

Another critical piece of the MDA Technologies Messaging Charter centered on their new MDA TransQuest product. They needed to craft compelling messaging to reach the hospital transport market. Q2 Marketing reviewed the messaging, value proposition and audience of competing products. From the Messaging Workshop, we understood MDA TransQuest’s advantages over the competition and how they planned to sell against these better-known companies. This is a sampling from the final draft of the MDA TransQuest messaging:

*:30 MDA TransQuest Elevator Pitch*

*MDA TransQuest is the first real-time, PDA-based patient transport dispatch system. It’s fully customized to each hospital’s infrastructure. So hospitals realize improvements immediately in patient flow, management data, cost reductions, employee satisfaction and patient experiences. MDA TransQuest is the cost-effective and feature-rich alternative to other patient transport systems. It’s easy for all skill levels to use and is much more efficient than phone and pager based systems.*

The MDA Technologies Messaging Charter has been the foundation of all external marketing, including collateral, direct mail, web site, trade show strategies, etc. MDA Technologies has been disciplined in working to ensure that the entire internal team is well versed in articulating the corporate brand. In fact, Q2 Marketing led a training session during MDA Technologies’ Annual Corporate Retreat to help familiarize the company with the new messaging.

MDA Technologies reports a dramatic difference with their employees’ ability to articulate both the company brand and MDA TransQuest’s value propositions—in networking events, during sales meetings, at trade shows and in written communications.

#### **STEPS OF THE Q2 MESSAGING DEVELOPMENT PROCESS (QMDP)\***

- Messaging Workshop
- Competitive Messaging Research
- Creative Development of Messaging Charter
- Presentation of Messaging Charter
- Revisions and Refinements to Charter
- Informal Testing of Message with Clients or Focus Groups
- Final Messaging Charter
- Distribution of Charter/Training for Team

\*not all steps apply for each client

#### **ABOUT Q2 MARKETING**

Q2 Marketing is an integrated marketing communications agency focused on the Washington DC region’s B2B and B2G technology market. With qualified programs, the company is committed to ensuring clients spend their marketing dollars in the best ways, thereby reducing marketing risks. Q2 capitalizes on the synergy of client partnerships and their own market differentiators to drive revenue, bridging the divide between client need and agency delivery. With quantified results, Q2 is committed to establishing measurable metrics based on best practices—becoming an indispensable resource for clients. Learn more at [www.Q2marketing.com](http://www.Q2marketing.com).

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