

## Ideosity, Inc. Rebrands

### Ideosity Reveals New Company Logo and Redesigned Website

Ideosity, a Chicago-based software consultancy, recently unveiled a completely new look, including a new logo, a redesigned website, new marketing collateral, new message and much more. Since 2006, Ideosity has been helping retailers, distributors and manufactures with their digital transformations. Their approach combined with PIM (Product Information Management) technologies eliminates obstacles, mitigates risk and creates business improvements throughout their clients' entire data-mastering journey.

The new [www.ideosity.com](http://www.ideosity.com) highlights the company's three practice areas: Advisory, Implementation and Performance and how those practice areas can guide clients through their data-mastering journey.

- Advisory is composed of the strategy and planning necessary to lay the foundation for a successful PIM or MDM implementation.
- Implementation involves deploying a specific solution with Ideosity's proven methodology to ensure maximum value and minimum risk.
- Performance comes to play post-go-live to support the client and also optimize and boost the value of the clients' investment.

In addition, the new site places more emphasis on Ideosity's PIM software technology partners and introduces Ideosphere Cloud Services, Ideosity's own line of PIM-enhancing cloud technologies.

Ideosity is a premier PIM consulting firm and pioneer in the PIM space. The new site conveys Ideosity's deep understanding of the challenges of data mastering and that its mission to be "by your side each step of the way".

Rich Dase, CEO says "I am pleased that our new company image and website have finally caught up to the level at which Ideosity has evolved. The new image now more appropriately represents the quality and capability of our team as well as our value enhancing cloud products. We are excited to kick off 2016 with such momentum and look forward to another fantastic year."

Website visitors will find information about Ideosity's trusted partners and an extensive client portfolio including testimonials. Additionally, Ideosity's thought leadership in the PIM/MDM industry will continue on the Ideosity Blog.

Start your journey at [www.ideosity.com](http://www.ideosity.com) to begin exploring Ideosity's service and product offerings and subscribe to the blog today. You can also connect with Ideosity on [Facebook](#), [Twitter](#), and [LinkedIn](#).

## About Ideosity

**Partner with Ideosity for your digital transformation. Our approach combined with PIM (Product Information Management) and MDM (Master Data**

**Management) technologies eliminates obstacles, mitigates risk and creates business improvements throughout your entire data-mastering journey. We help manufacturers, distributors and retailers reach their business goals by unlocking the full value of their PIM and MDM systems.**