Fleet Rebranding: You Manage Your Brand
We Manage Everything Else

Implementix: The Brand That Builds Your Brand

We're experts at rebranding your fleet graphics quickly, effectively and seamlessly due to:

- Merger and Acquisitions
- Change in Brand Tagline
- Change in Brand Look and Feel
- Brand Extension to Support Marketing Campaign
- Launch a New Brand

With over 50 rebranding projects involving more than 225,000 vehicles, we have the unique technical, creative and logistical knowledge to complete your project on time and on budget.

Helping SBC rebrand its vehicles to AT&T, we handled the complex coordination of 50,000 vehicles at more than 5,500 locations in 22 states. In other projects, we converted 1,000 vehicles in 60 days across 200 locations; 9,000 vehicles in 90 days across 1,000 locations; as well as many smaller projects. Through years of such experience, we've developed proven methodologies to handle anything – even the unexpected.

The Art and Science of Fleet Rebranding

We know relevant project management drives a successful vehicle rebranding. Without it, priceless brand equity can be lost. Implementix's proven four-step process, **ix Brand Implementation Management**, has been honed after years of managing complex branding projects. With Implementix, we guarantee to:

- Manage expectations throughout the program
- Build in flexibility to accommodate the unexpected
- Ensure "quick start" of all projects
- Analyze and detail pre- and post-project costs up front
- Publish daily, real-time reports, schedules and updates

- Automate business processes
- Share knowledge across the organization
- Develop "mother nature" fall-back plans

Our ix Brand Implementation Management Process: Step-By-Step

1.0   Assessment Phase

- Obtain and analyze data pertinent to the rebrand project:
    - Vehicle database - types, locations, body color, special equipment on vehicles, use and purpose
    - Facilities - indoor, outdoor, covered, heated, rental facilities; trash disposal; regulations
- Obtain information about the old vehicle graphics that need to be removed:
    - Manufacturer and product type of old graphics
    - Length of time on vehicles
    - Likely field inspections and test removals

2.0   Project Planning Phase - Preliminary

- Meet with client to determine high-level project objectives
    - Timeline
    - Approach (big-bang conversion, gradual phase-in, combination, etc.)
    - Desired look on different vehicle types and/or vehicle uses
- Model different project scenarios and establish client's high-level budget
- Finalize desired Project Scope and Objectives

3.0   Value Engineering Phase

- Engineer graphic kits to meet Project Scope and Objectives
    - Create graphic kits that will "fit" the fleet and optimize project costs
- Rapidly produce prototypes of the graphic kits
    - Obtain client approval of prototypes
- Conduct a small Pilot Project
    - In a field location
    - Removal of old graphics, installation of new graphics, quality of engineering and application instructions, logistic considerations, etc.
- Refine engineering of graphic kits, as necessary, based upon results of Pilot Project

4.0   Conversion Phase – Finalize Project Plan

- Finalize Project Plan
    - Timeline
    - Approach
    - Scope
    - Budget
    - Conversion Contract
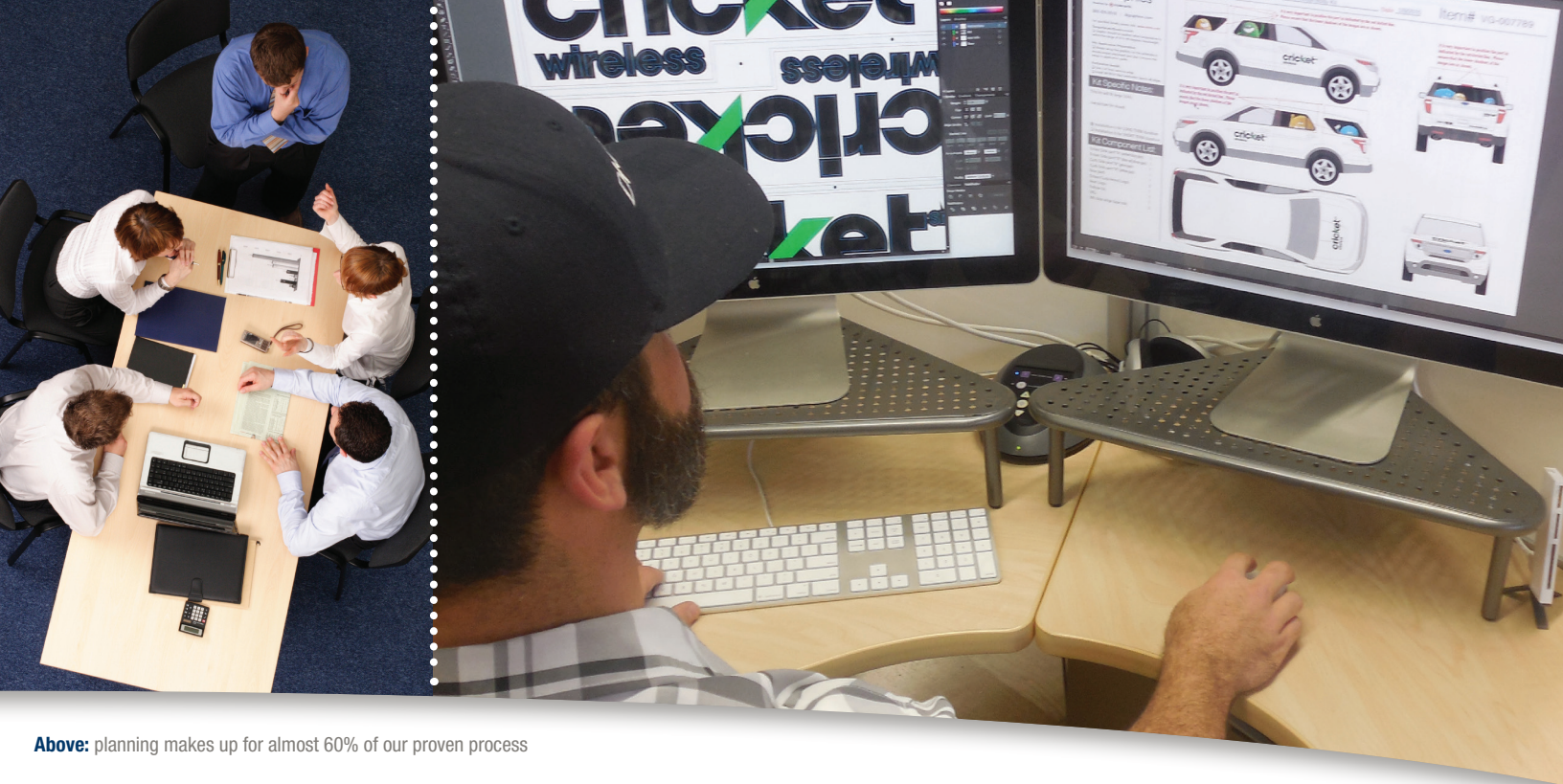
Above: planning makes up for almost 60% of our proven process

5.0 Supply Chain Planning Phase

• Develop a high-level supply chain plan (key raw materials, suppliers, volume and timing)

• Ensure that the graphic and material vendors selected can meet the supply chain plan

• Consider opportunities to optimize the supply chain plan

  - For example, we have worked with 3M to create a special roll size that maximized yield of the graphics kits to be produced

6.0 Logistics Planning Phase

• Develop a high-level logistics plan

  - Where do we start – weather is a factor – graphics have to be applied between 40 and 90 degrees Fahrenheit on a dry day

  - Are there high priority locations that need to be done by a specified date?

  - What are our other constraints (e.g, working hours, facility access)?

• Select installation sub-contractors to meet logistics plan

  - From a small pool of previously qualified companies capable of meeting our high standards and the demands of a fleet rebranding project

  - Contract with sub-contractors

7.0 Ix Conversion Technology Solution Set-up Phase

• Obtain updated databases (vehicles, locations, responsible personnel, contact information)

• Load ix Conversion database

• Configure work instructions in ix Conversion

• Configure user access and security
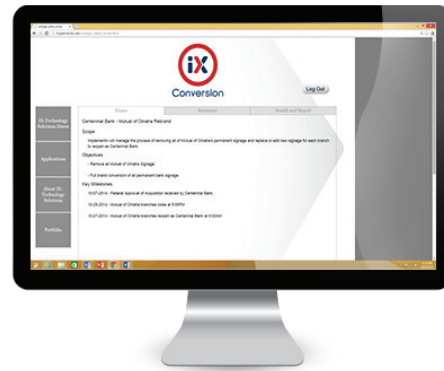
8.0 Work Phase

• Schedule actual locations to be re-branded on 3-week scheduling horizon

• Communicate schedules to people responsible for having the vehicles rebranded

• Rebrand vehicles

- Actual status is communicated in real time using our ix Conversion Technology Solution
- Quality control checks and process by Implementix staff
- Invoice customer, weekly, based on actual results – details by vehicle
- Pay Installation sub-contractors on weekly basis based on actual results
- Report Project Progress
    - Summary reports on project progress
    - Drill down capabilities to answer any project-related question
- Monitor plan vs actual variances
    - Establish and implement corrective actions, if necessary

Implementix Performs Above Expectations

Month 2 123%	Month 4 136%	Month 6 130%

% of Plan For Month
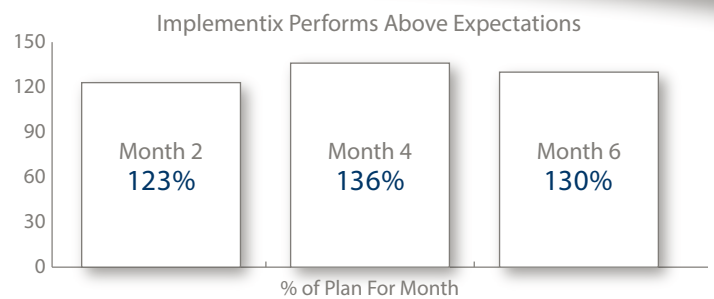
9.0   Wrap Up Phase

- Develop clean-up plans for the stragglers that did not get re-branded on the original scheduled dates
- Conduct clean-up plan
- Conduct a Project Debrief with Client
    - Feedback on what we can improve for future projects

Contact us for more information at marketing@implement-ix.com or 888.831.2536

iX **Implementix**®

4850 Ward Road, Wheat Ridge, CO 80033 ◦ 888.831.2536 ◦ implement-ix.com