



Specialist B2B Marketing Consultancy

Axelos: Delivering frontline marketing support

The Challenge:

Axelos is a joint venture between Capita and the UK Cabinet Office, with responsibility for managing and promoting a number of Global Best Practice methodologies, like ITIL™, MSP™ and PRINCE2™. Recently, Axelos developed a range of cyber-security methodologies, training and support under the RESILIA brand. Engage was asked to help support marketing of this new range of products.



RESILIA Frontline is perfect for organizations who want to protect their hard-won reputations, competitive advantage and online delivery capabilities

THE FLEXIBLE CYBER SECURITY AWARENESS TRAINING SOLUTION

RESILIA Frontline includes access to our interactive learning platform allowing you to tailor content to suit your employees and critical cyber risks. No complex integration is necessary and because the platform is web-based, staff can also access the content remotely for increased flexibility.

Using our platform, you can assess your employees using our diagnostic tool to understand existing levels of knowledge and build personalized learning pathways for employees. This allows you to provide the modules you think are necessary for different roles and levels of knowledge. This tailored

approach, together with regular built-in assessments, ensures maximum training effectiveness, increases employee engagement and improves operational efficiency.

You'll also benefit from our Learning Dashboard, giving you real-time data on employee and team progress and performance. Ideal for all your compliance, learning and development needs.

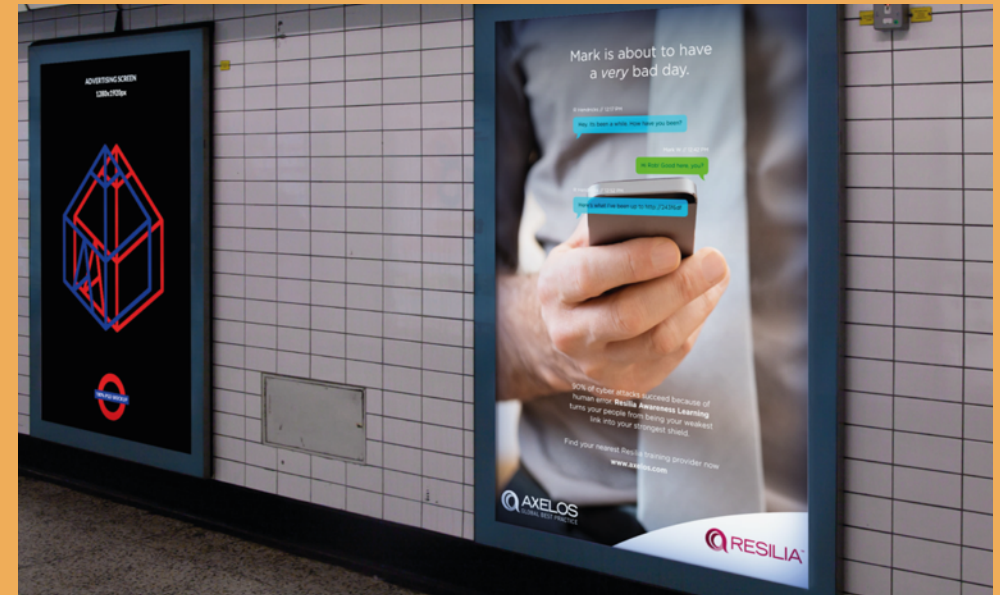
For the full picture of RESILIA Frontline, contact Liz Tipping, Head of RESILIA Frontline at resilia.frontline@axelos.com to arrange a demonstration.

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Liz Tipping, Head of RESILIA Frontline
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Campaign:

We provided Axelos with strategic support to help market RESILIA to a business audience. We devised a suite of product names for their portfolio of training and tools: SNAPSHOT, FRONTLINE, PROFESSIONAL and EXECUTIVE. We developed a house style for marketing communications and provided a suite of icons and design assets for use across media. We also developed a number of high impact campaigns to target cyber security professionals at all levels of organisations. And an SEO audit identified simple changes to product descriptions which could lead to a 10,000% increase in search effectiveness.



If you think we can help your business please contact: hello@engage-marketing.co.uk

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