



Strategic Website Redesign Improves Veros Systems Brand Image in IIoT Space

ABOUT VEROS SYSTEMS

Veros Systems applies innovative data capture techniques and machine learning algorithms to electrical waveforms in industrial machines to continuously monitor rotating equipment health, gain real-time insights into operating performance and proactively predict failures.

“Working with the team at Launch was a positive experience as they consistently provided quality feedback and cutting-edge recommendations with their expertise, while excelling at meeting deadlines for all of the key deliverables.”

-Jim Dechman, CEO, Veros Systems

The Opportunity: Position Veros Systems as Market Leader in Machine Monitoring Space

Veros Systems has been operating in the industrial machine monitoring space for over 10 years and has over 1,000 units installed. Given the market opportunity and their goals over the coming years, Veros wanted to enhance their brand presence online and position themselves for significant growth.

With no internal marketing team in place, Veros needed an experienced B2B marketing partner to help strategically position the organization as market leaders in the machine monitoring space, increase the visibility of their brand and illustrate the value of their AI-driven technology to attract potential investors and customers.

The Solution: Updated Messaging and Comprehensive Website Redesign

Launch recommended a complete website redesign and a refinement of new messaging that focused on the company offering the only solution that continuously monitors electrical waveforms in industrial machinery to observe equipment health



Launch refined company messaging and redesigned Veros System’s website, improving website traffic while enhancing brand image



LAUNCHED NEW WEBSITE WITH REFINED MESSAGING

- honed in on unique product benefits
- enhanced brand image through comprehensive redesign
- implemented SEO best practices to improve site performance

and prevent failures. Once completed, the refined messaging and updated brand image could be carried across all aspects of business – from investor and sales presentations to marketing collateral and more.

With Veros' need to differentiate themselves in the machine monitoring space as well as improve their digital brand presence, Launch went to work refining the company's existing messaging to hone in on the benefits and unique value offered by their AI-driven technology. Launch also focused on up-leveling the visibility of their website and enhancing their brand image through a comprehensive redesign that consisted of strategic planning, industry and competitive research, full-scale site development along with implementation of SEO best practices and processes.

The new redesigned website was successfully completed and launched within Veros' desired deadline. "We selected Launch Marketing because they were smart, talented and had strong references. Working with the team at Launch was a positive experience as they consistently provided quality feedback and cutting-edge recommendations with their expertise, while excelling at meeting deadlines for all of the key deliverables," said Veros' CEO, Jim Dechman.

The Results: Improved Brand Image and Increase in Higher-Quality Traffic

Upon final sign-off from Veros, Launch pushed the website live, making it accessible to their audience. The organization received positive feedback on the new look and feel from key constituents such as customers, investors and board members.

Veros was very pleased as they reported seeing a vast improvement in the company's brand image and cleaner traffic coming into the site almost immediately. "Our new site clearly communicates how Veros meets the continuous monitoring needs of industrial industries. As a result, we are seeing higher-quality traffic since the launch of our redesigned website," added Jim Dechman.

