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Innovise ESM becomes Engage ESM in rebrand following continued growth and evolution of offerings

Innovise ESM, a leading independent consultancy and business enablement company, announced today that it will be rebranding to Engage ESM, effective immediately.

The company was first established in 2001 and the rebranding reflects the continued evolution of the company and its vision for the future. With a reputation as a trusted technology partner in the Enterprise Service Management space and a leading worldwide business enablement partner for IT vendors and Channel Partners, Engage ESM is taking this opportunity to better articulate its values and approach through a more meaningful company name and visual identity, including the launch of a new website.

“We’ve been planning the rebrand for some time and the new name, new look and feel, and new website will all work together to raise the profile of the business and better communicate our value proposition,” said Francesca Beddow, Managing Director of Engage ESM (Enablement). She continued, “I’m immensely proud to be building on past, continued successes and it’s by engaging closely with organisations, their people, processes and technology that we deliver the most valuable outcomes. Our ethos is all about exceptional customer & partner engagement and this is now reflected globally across our brand.”

As well as the new name, a new visual look and feel will better communicate the people centric approach of the firm. Alex Porter, Senior Marketing Manager, Engage ESM commented, “There has never been a more exciting time to be part of a company as innovative as Engage ESM. Our visual identity reflects our aspirations for the future of the brand. This is more than just a marketing exercise; there is a real buzz about the business right now and this is reflected by our continued success in the market place.”

The new brand announcement follows the opening of new offices in the US and Poland (amidst continued UK expansion), and an ambitious growth plan that has seen Engage ESM investing heavily in specialist staff, professional development and the creation of intellectual property based on market trends and partner technologies.

“Employee excellence is at the core of everything we do - it has to be. So we take investing in our people seriously, as evidenced by our recent re-certification for the Investors in People Gold standard. Our people combine rich expertise in market trends and technologies with business and sales know-how. This enables us to ensure our customer’s market success in an ever changing Digital World,” added Francesca Beddow.

About Engage ESM

Engage ESM works with organisations to improve their ability to innovate and respond to the changing needs of their business. Whether the challenge is increasing revenues, taking on new services or entering new markets, Engage ESM provides the impartial advice, expert skills and the best practice methodologies to enable IT organisations to manage continuous change. Key partners include Cisco, ServiceNow, Moogsoft, CliQr, HP and IBM.

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