



MATT MURPHY

CLIENT: Katalyst
PROJECT: Multi-solution value propositions
OBJECTIVE: Develop value propositions for an IT firm's 7 primary technologies and services targeting small enterprise
SUMMARY: Katalyst required fresh perspective during a website revamp, which also involved reshaping the value props of its key offers to better capture their competitive advantages and appeal to engineers and executives alike
WEBSITE: <https://www.katalystng.com/expertise>

Solutions Requiring Value Prop Refresh

Managed Services

Original:

Your technology keeps your business running – until it breaks. Katalyst can monitor and support your technology 24x7x365 to stay ahead of issues and resolve them before they interrupt your business. Our engineers can become an extension of your technology team helping to resolve issues and monitor your critical infrastructure and applications.



Cloud

Original:

With hundreds of transformations under our belt, Katalyst takes an application-first approach to any public or private cloud initiative. We help our customers determine the best cloud platform adoption strategy while providing support for legacy apps and workloads along the way. Our methodology ensures that your journey will end at the intersection of agility and economy, securely.



Security

Original:

Hope is not a strategy. The threat landscape is sophisticated. The traditional approach is no longer adequate. Our universe revolves around maturing our customers' cybersecurity program. We work with our customers to educate, implement, and build an offensive approach to take on today's evolving threats. Don't wait.



Infrastructure

Original:

We know that the network is now seen as a utility in any business. That's why we address our customers' infrastructure with one thematic goal: simplicity. Automation, assurance, and visibility aren't just talked about at Katalyst, they're securely implemented. If you are ready to gain independence from complexity, you've come to the right place.

Solutions Requiring Value Prop Creation



CX Services



Professional Services

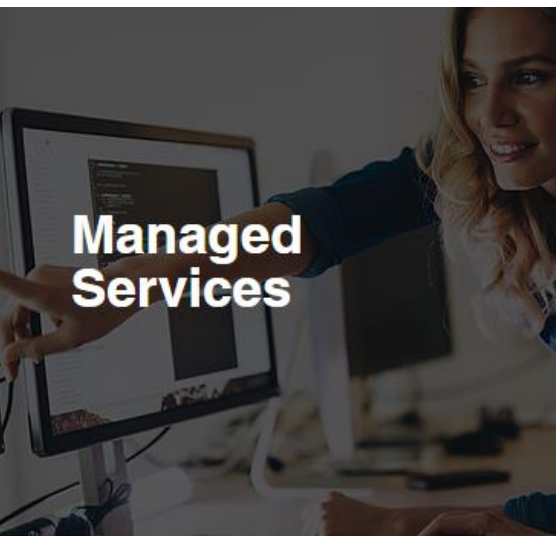


Automation

Approach to Value Prop Development

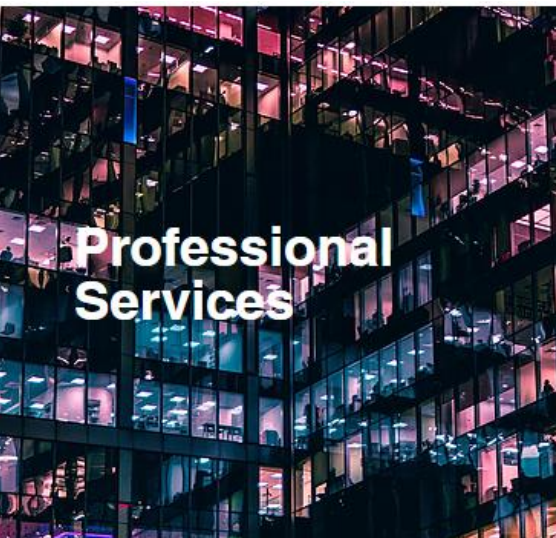
Market research | Stakeholder interviews | Case study audit

Sales/marketing material review | Competitor due diligence



Managed Services

When you partner with Katalyst, our IT team becomes your IT team. No other group holds itself so accountable for the technology that keeps your business running and people humming. That means you enjoy the same premier level of management, protection, and thought leadership we do every day.



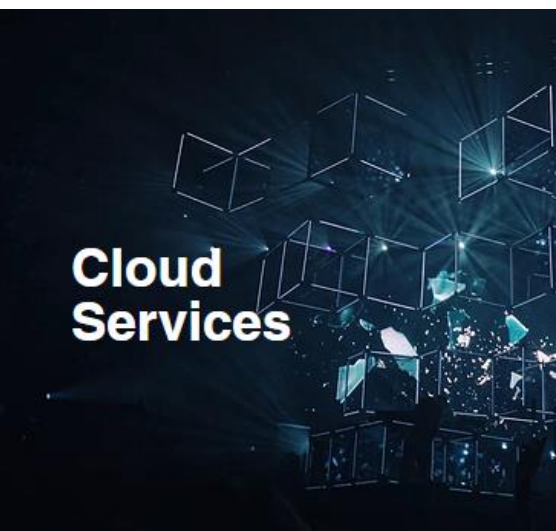
Professional Services

Being client-centered starts at the client's center. Our Technical Business Canvas jumps right into the middle of your business to understand your needs inside out. We then apply the kind of insight that can only be gained by overcoming the same challenges over and over again. In this way, we consistently deliver proven solutions with industry-leading speed, scale, and safety.



CX Services

We're not interested in solving problems you don't have. Our dedicated, first-of-its-kind CX team helps you find the power in your purchase. We take the stress off your budget and your people by making sure you never overspend on IT solutions or fail to roll them out properly. Identify only what you need, introduce it the right way, and rely on us to see it through.



Cloud Services

Private cloud, public cloud, on-premise—there's no one-size-fits-all answer with this elastic technology. Our commitment to predictability, scalability, and security ensures a solution that fits your needs, not somebody else's. Whether you're new to cloud or simply changing direction, we minimize disruption during migration and then stay by your side to maximize efficiencies day in and day out.



Cybersecurity

To us, cybersecurity is just as much about your brand and people as it about your network and data. Offense really is the best defense here, and our industry-leading protection proactively ensures that as your technology expands, your vulnerability doesn't. This lets you rest easy knowing the welfare of your entire company is safe.



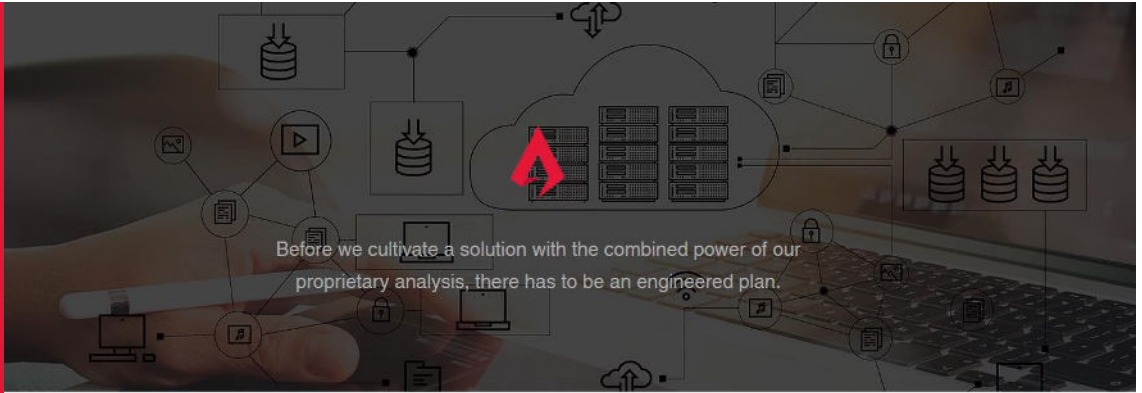
Infrastructure

Infrastructure doesn't have to be complex. It requires a partner who knows how to innovate and simplify at the same time. Our experts consistently uncover ways to get more out of less: less tech, less time, and less money. As a result, we're able to offer you exceptional flexibility, operational excellence, and cost savings.



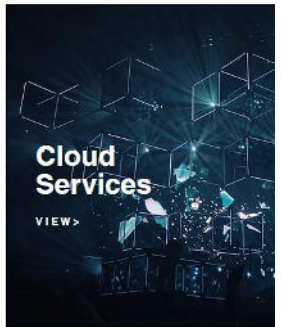
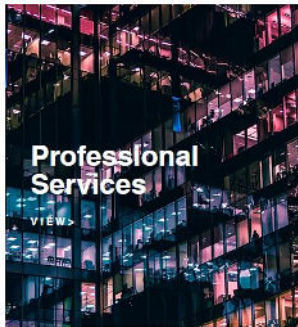
Automation

A best-in-class automation partner doesn't just stop with the automation. It helps you figure out how to redeploy your newly-available resources to more valuable workstreams. It also allows you to test, learn, and pivot quickly within compact timeframes. We blend technology with strategy and flexibility for a complete solution that grows your business faster.

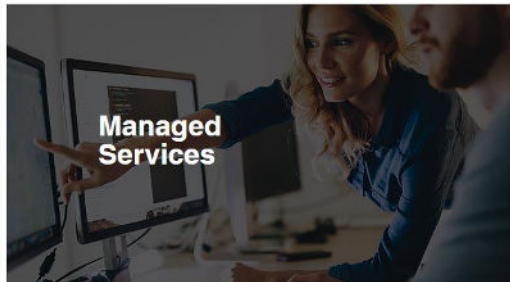
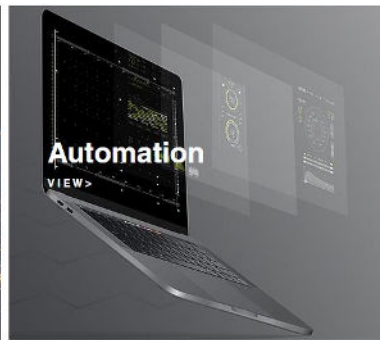
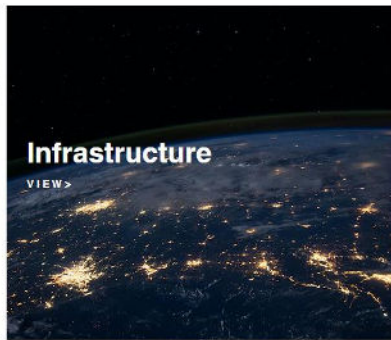


Before we cultivate a solution with the combined power of our proprietary analysis, there has to be an engineered plan.

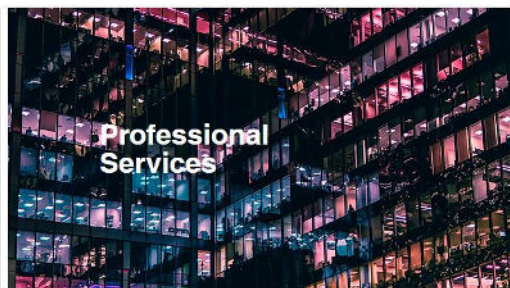
OUR SERVICES



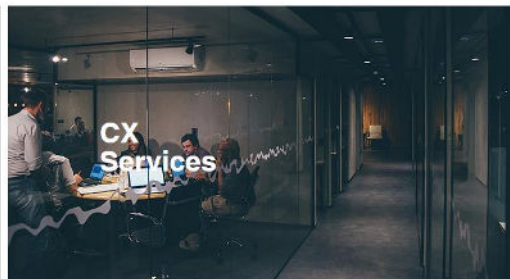
OUR TECHNOLOGIES



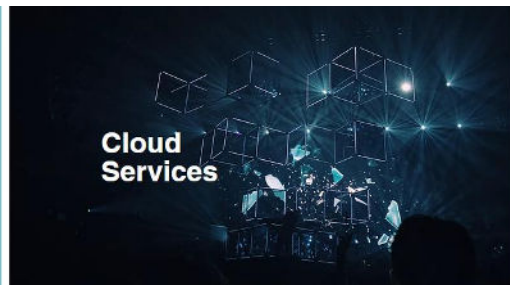
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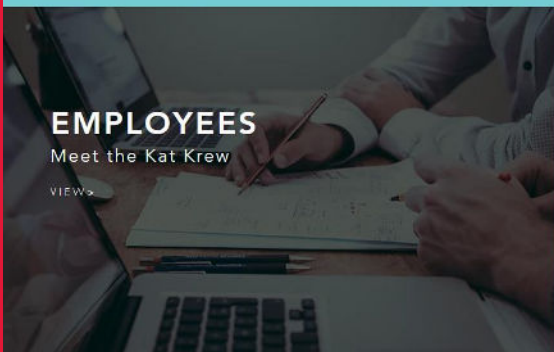
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PARTNERS



THE **KATALYST**
EXPERIENCE
driving success through technology



EMPLOYEES

Meet the Kat Krew

[VIEW >](#)



LEARN AND GROW

Resources

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