

Branding Case Study: Algorithmics Inc.

With billions of dollars loaned, traded, and transacted globally every day, millions of dollars are potentially at risk at any given moment in time. Having pioneered a way to proactively measure and manage risk by determining the total exposure of a financial institution across all of its global activities, Algorithmics software is now at the heart of risk management for more than 120 leading banks, asset managers and corporations in 26 countries.

Since its inception 12 years ago, Algorithmics has evolved from an idea, to a name, to a team of dedicated people, to an identity, to products, and finally, to a state of “brand magic”, according to its President and CEO, **Ron Dembo**. Dembo spoke about his company's brand at the Rotman Entrepreneurial Design Workshop held last November. “When a brand transcends into something that people recognize, identify with, need, and ultimately choose as a result of its identity,

branding magic has been made. I believe the Algorithmics brand has reached that place.”

“When I started this company, I could have taken the approach that we would be just another tech company, rushing product to market and paying little heed to aesthetic sensibility, brand development, culture and art.” Instead, Dembo decided to build a company that would lead the industry both in research and development, and in thought leadership. To do so, he had to build an aesthetic, a culture, a community — “all those things which define a brand, that supercede a ‘business as usual’ approach.”

Making striking design a priority has had an incredible impact on the Algorithmics brand, says Dembo. “We’ve relied heavily on strong, yet simplistic design, metaphor, and a primary colour palate.” As a result, the company's corporate identity, advertisements, and collateral materials appeal to universal sensibilities. “Consistently



Ron Dembo, President and
CEO of Algorithmics Inc.



is also critical.” In the case of Algorithmics and most other successful brands, says Dembo, the people in the company and the corporate culture are also a critical component of brand building. “A huge part of our success has been as a result of ‘the company we keep’. Our people are critical to our unique and distinct brand.”

excellent design has become one of the hallmarks of our brand and, I believe, speaks to the superiority of the solutions we offer.”

But it takes more than strong design to create a successful brand. “Equally important is that we’ve managed to create products that people want, and have priced them at a level perceived as ‘value for money’. Choosing appropriate promotional vehicles and ensuring the right sales channels

With 500 employees speaking 22 languages in 16 offices worldwide, Algorithmics is truly a global village. “We recognize and celebrate this unique and extraordinary cultural diversification — and I know that our customers do as well.” Customers are made to feel as though Algorithmics staff are not only ‘speaking their language’ in a literal sense, but that they also feel their cultural, political, and social needs are being understood and addressed. “That’s a big part of who we are,” says Dembo.