



THE LOFT | ALTIA-ABM

A CREATIVE PARTNERSHIP

Software Marketing | Graphic Design | Website Design | Brochure Design | Identity
Design | Infographics | Brand Love | Brand Strategy | Accelerate | Campaigns

and converts them
format

A CREATIVE PARTNERSHIP

The loft is a design and branding agency based in the heart of Glasgow. Over the best part of a decade, the company has provided creative services to an organisation called Altia-ABM. A fast-growing international group that develops smart software solutions to support criminal investigations and manage covert operations. Formerly, Altia Solutions & ABM Intelligence, they are an exceptional organisation with an incredibly capable team and several strong product/service offerings. This is the story of our 'Creative Partnership.'



7+

YEARS WORKING
TOGETHER

100+

CREATIVE PROJECTS
DELIVERED

3 

BRAND
CYCLES



COLLABORATED
WITH ENTIRE
ORGANISATION

6-7

FOLD
INCREASE IN
TURNOVER (£)



COMPARABLE
INCREASE IN
PROFIT



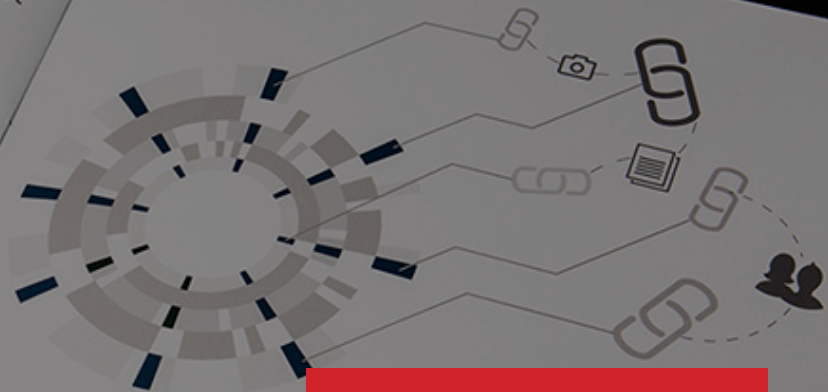
BUILT AN
INTERNATIONAL
BRAND



INCREASED
SHAREHOLDER
VALUE

This is what we learned >>>

Digital Manager adds flexible document management to the Holmes2® system...



PRODUCING HERO CONTENT EARLY ON IS INVALUABLE.

The early creation of impactful & meaningful sub-brand identities gave the company a high baseline of quality, allowed for a more consistent brand presentation & were incredibly useful in dealing with multiple tight deadlines for a wide range of marketing activities.

Image shows the 'Digital Manager' sub-brand identity used in the company product brochure demonstrating how the software helps to link police data.

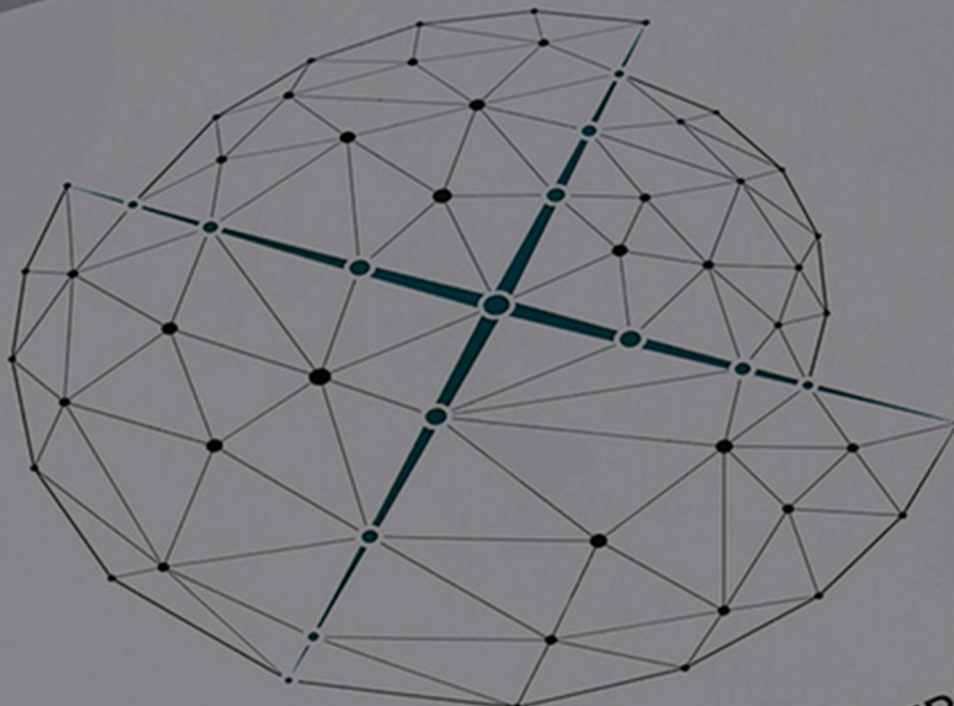
Capture Data
Digital Storage
Easy Integration

...and
to you
docum

Digital Manager adds flexible document and multimedia management to Holmes2® ... and lets you see everything associated including the original file.

3 BENEFITS:
• Ready

Digital Manager
integrates
and multi
for Holme



SERVING A BIGGER CAUSE STRENGTHENS THE BRAND'S REPUTATION

Co-founding SOCEX, a series of events supporting the law-enforcement community, gave the brand greater credibility in the sector, brought existing customers further onside and helped to build the company's presence internationally.

Image shows the brand identity we created for the inaugural SOCEX conference - the principal theme was 'Into Alignment' with local, regional & national police forces attending to explore new ways of working together.



WHAT WE DO

ABM INTELLIGENCE PROVIDES
SAFE, SECURE & EFFECTIVE
MANAGEMENT OF INTELLIGENCE

SHAPED AROUND USER-REQUIREMENTS

- "Products are co-developed by users."
- "Desire to make the job easier for customers piece by piece."
- "No produce systems that customers want."

DISCREET SERVICE

- "Discretion is key."
- "Our company is in a trusted position with people's data."

SAFE & SECURE

- "Our company values the integrity and security of data."
- "We work with technology partners to keep systems secure."

ROOTS IN SERVING LAW ENFORCEMENT PROFESSIONALS

- "Actively work with these agencies to provide a rapid response to their requirements."
- "Always going the extra mile."

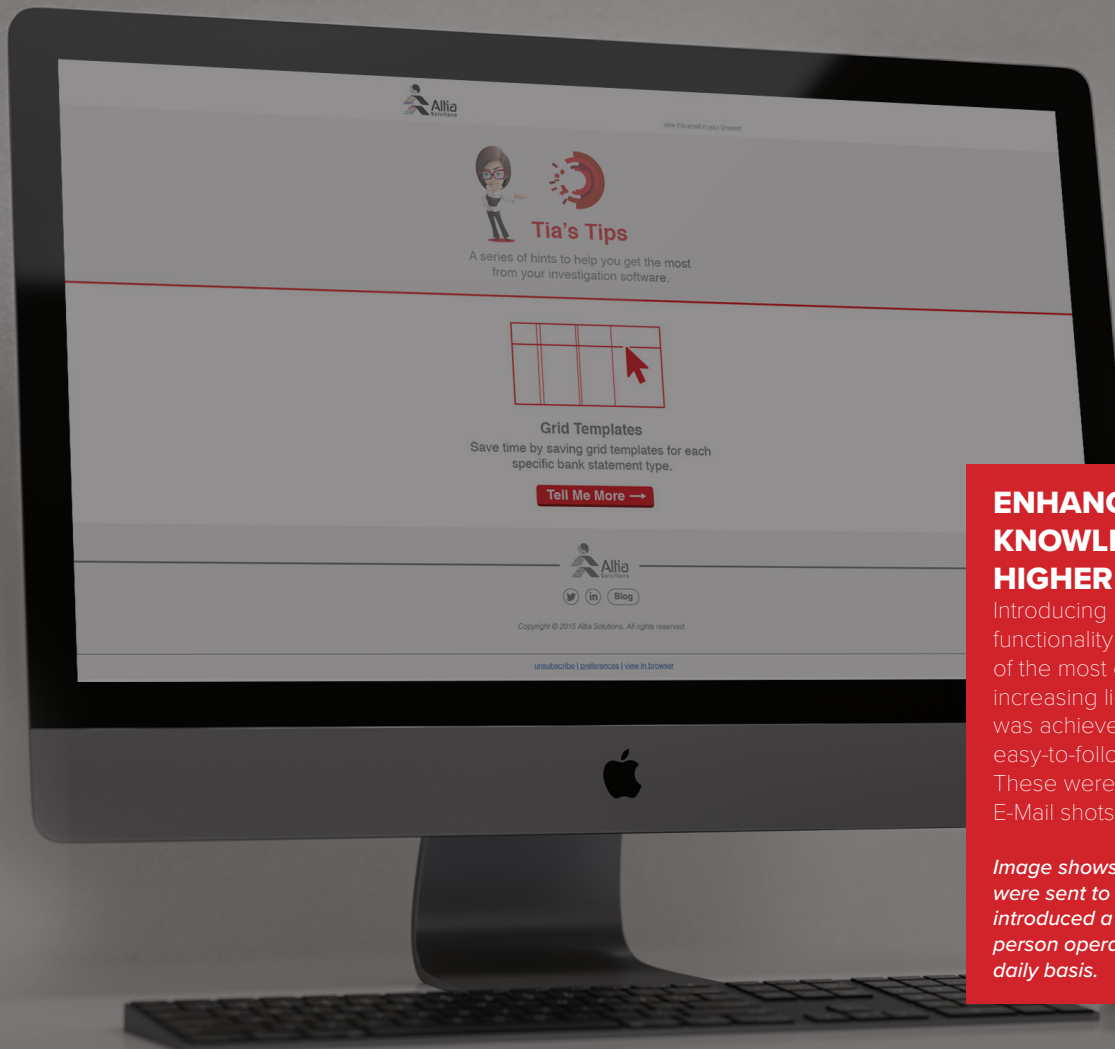
LEGISLATION-DRIVEN

- "Always ahead of the game."
- "We're on top of legislation changes and act accordingly."

PRACTICAL VALUES ARE INVALUABLE

The practical values we created with the ABM Intelligence team helped the company pitch to an international government, strengthen their brand's reputation, increase sales, on-board new staff & provide a strong reference point to assist with decision-making (particularly on a technical level.)

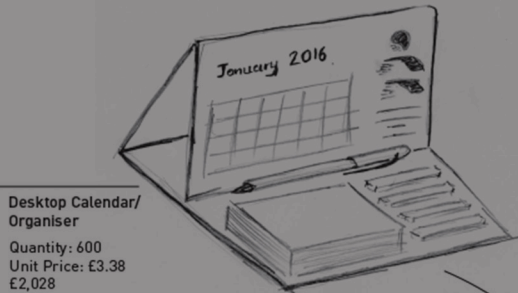
Image shows the values board we co-created with the staff of ABM Intelligence after their merger with Altia Solutions.



ENHANCED PRODUCT KNOWLEDGE LEADS TO HIGHER SALES

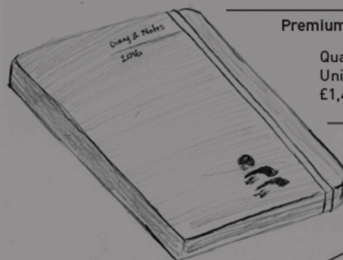
Introducing more of the software's functionality to existing users was one of the most effective ideas we had for increasing license sales/renewals. This was achieved with a series of simple, easy-to-follow, 5-10 minute tutorials. These were sent to existing users as E-Mail shots.

Image shows one of the e-mail shots that were sent to existing users - each one introduced a new software feature to the person operating the software on a daily basis.



Desktop Calendar/
Organiser

Quantity: 600
Unit Price: £3.38
£2,028



Premium Diary—For Socex list only

Quantity: 250
Unit Price: £5.99
£1,498



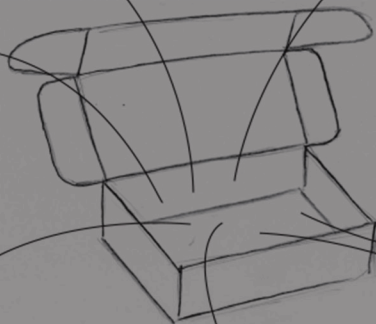
Custom Playing Cards

Quantity: 600
Unit Price: £3.60
£2,160



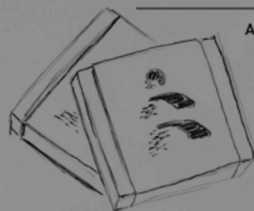
Coasters

Quantity: 600
Unit Price: £0.58
£348



Box Contents

6 x Post-It packs
6 x Mugs
6 x Coasters
12 x Chocolates
6 x Calendars
3 x Playing cards



After-dinner chocolates

Quantity: 600
Unit Price: £0.32
£192



Mugs

Quantity: 600
Unit Price: £1.38
£828

SKETCHES HELP MINIMISE RISK AND ACCELERATE DECISION MAKING

Business proposals were regularly accompanied with hand-drawn sketches communicating various ideas. These sketch sheets helped decision makers visualise what was being proposed and therefore minimised business risk with new marketing activities.

Image shows an example of one of the many 'idea sheets' we sketched out for Altia Solutions in our time of working together.



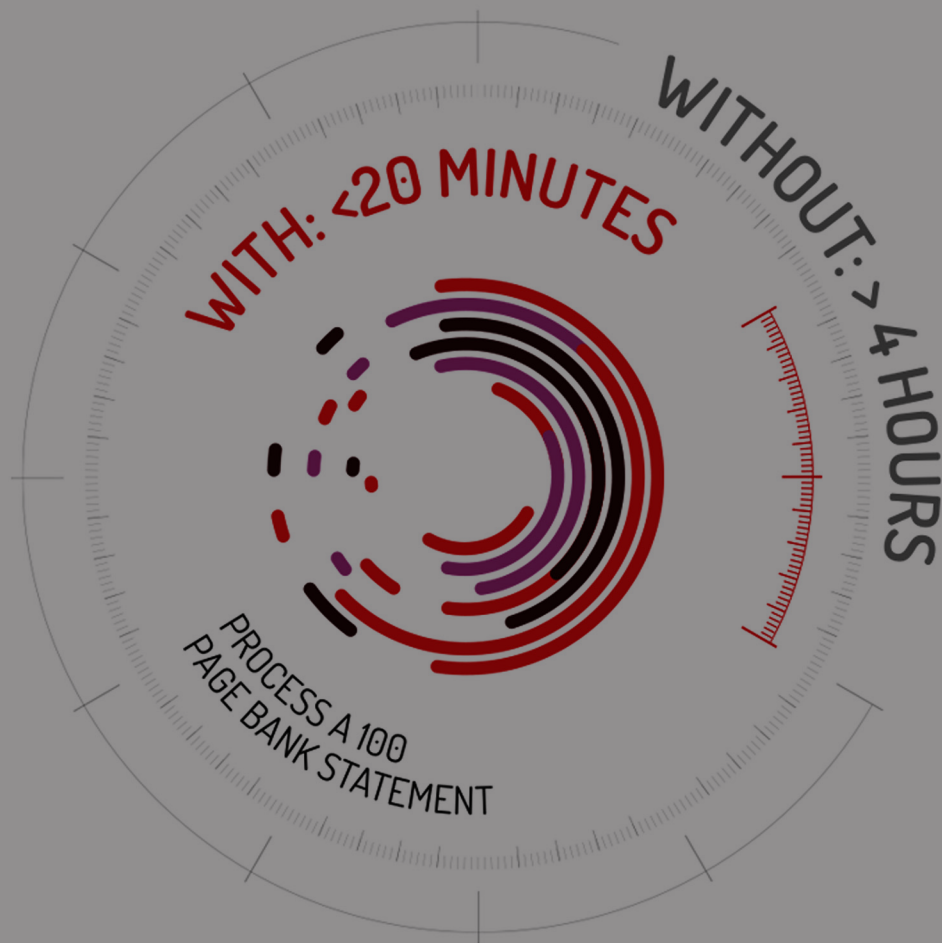
"Keep stretching...they're nearly at breaking point now."

PEOPLE-FRIENDLY MARKETING WORKS

Communications which could give a laugh, arouse curiosity and ultimately build good will between the Altia brand and the people using/purchasing the software were tremendously effective in raising the company's profile, creating more loyal customers and ultimately increasing sales numbers.

Image shows an illustration of a policeman being stretched, this was created for a bespoke Altia Newspaper. Budget cuts were a very important topic of the day for the community during this period.

behaviour



STRONG NUMBERS MAKE A REAL IMPACT

Return On Investment? How Many Hours Saved? How Much Tangible Value Delivered, Etc? Providing strong, trustworthy and well presented data to answer these questions was incredibly effective with persuading new customers of the software's value, winning sales, meeting internal targets and raising investment.

Image shows an infographic we created showcasing how much time can be saved when processing a 100-page bank statement using the 'Toolkit' software package.



Digital Manager



Pegasus



Intellicase



Toolbar



Insight



Toolkit

VISUAL CONSISTENCY GIVES GREATER PERCEIVED VALUE

Whether it is a graphical feature, a photographic style or even the company tone of voice - consistency helps to create a more professional, trustworthy and ultimately valuable brand perception.

Image shows the entire suite of Altia-ABM software sub-brand identities - the second of three generations based on the original theme. The third generation is still in use today.

“The loft worked closely with the whole staff and developed a company re-branding that encapsulates the very being of the company. It was refreshing to be able to interact with all of the designers and have our ideas & thoughts taken seriously. A great experience!”

“When Altia decided to develop and be the lead sponsor of the SOCEX conference and the annual Keith Hughes awards, the loft worked closely with us. They delivered excellent work within tight deadlines and the results were commented on very favourably by many of the attendees.”

“Over the past 10 or so years, myself and Benedetto have worked together on several important projects for Altia Solutions. From a completely new identity for both the company and the software products to working closely with me in developing the SOCEX brand. I’ve always found him to be receptive to our ideas and always delivers new and exciting design concepts from a revitalised on-line presence through to conference collateral materials, printed brochures and product infographics. This work has helped to create a group brand image that is now part of the company’s culture and this has definitely helped in our world-wide growth. He is good fun to work with but always very serious about his creative work.”

Ian Watson, Co-Founder of Altia Solutions, Co-Founder of SOCEX & CEO of The Altia-ABM Group*

“The loft helped us to create a new brand after our merger in 2016. They went to great lengths to talk to everybody in the company, they were always responsive with changes and both the identity and cultural aspects of the new brand have been a great help to us in re-positioning the organisation and getting our message across. We very much enjoyed working with them, highly recommended.”

Paul Hardman, Business Relationship Manager of Altia-ABM

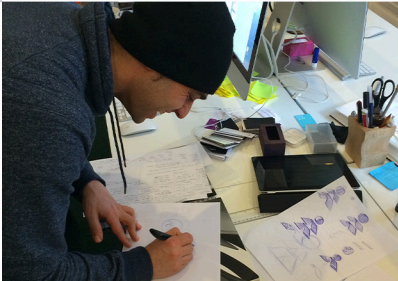
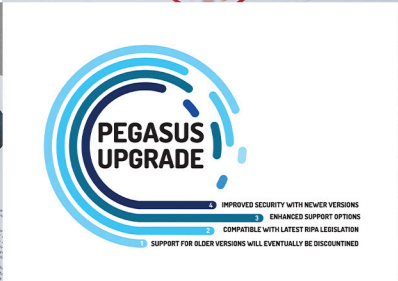
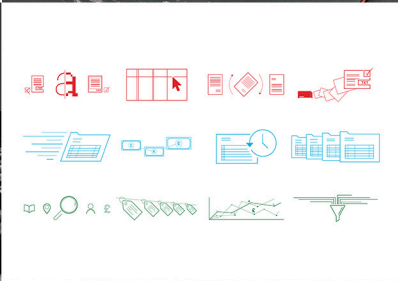
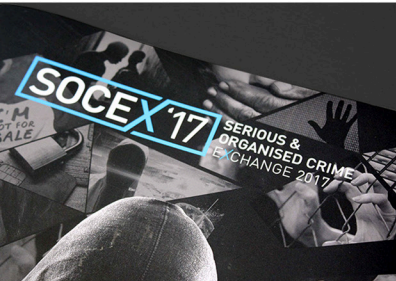
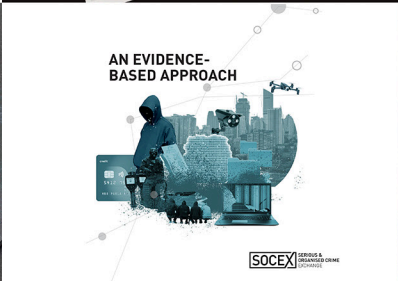
“SOCEX, Serious and Organised Crime Exchange. As a concept, the Conference title can spring up many images — whether coming from the dark world of blockbuster thrillers or gritty police dramas on TV. The loft managed to capture the seriousness of the subject matter being discussed across the two day conference while providing a document which will have a life long after the conference itself, capturing the core elements of the event in such a way that attendees and their colleagues will return to it as a vivid reminder of what took place.”

Martin Jack, Managing Director of Think Different Events and Co-Founder of SOCEX

“We’ve been collaborating with the loft for more than a year and in that time I’ve been mightily impressed, first and foremost with their enthusiasm and desire to understand our business. An easy option would have been to deal with the initial job in isolation, complete it quickly, and move on to another but Benedetto and his team instantly saw the bigger picture and opted not for the quick and easy choice but the more challenging. Their willingness to challenge themselves and push the boundaries shines through in the physical work the loft have produced for us. From a total company and product re-branding exercise to more subtle marketing campaigns the material produced by the loft always surprises and delights me and consistently supports my teams activities to drive sales. Working from the ground up and engaging everyone at Altia, the entire team at the loft have built a strong understanding of our business which they apply to new projects, subsequently presenting the end product remarkably quickly and accurately. Long may our collaboration with the loft continue.”

Paul Miller, Sales Manager of Altia Solutions*

* The position the person held in the company when they worked with the loft.





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