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Press Release Addition

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**For Immediate Release
to All Media**

Peoria-based Technology Firm Infogenic Solutions Revitalizes Website to Reflect New Brand Promise

March 15, 2012, Peoria, Ill. – Infogenic Solutions, a technology firm and Microsoft Partner with headquarters in Peoria, announces that it has completed a dramatic redesign of its website in both look and content. The revitalized site reflects the firm’s commitment to its new, more customer-centric brand promise. It also incorporates new branding elements, including Infogenic Solutions’ logo and its tagline, which is now *“Let your business run.”*

According to Peter Campbell, Executive Vice President of Infogenic Solutions, the firm determined it needed to update its website to help clients and potential clients better understand “in their own language” how Infogenic Solutions can put technology to work for them. He said actual case studies and testimonials on the site now “show-and-tell” how the firm’s solutions have helped clients succeed.

“The new site focuses much more attention on letting businesses know the benefits they can expect from our solutions,” said Campbell. “We don’t just talk about the technology itself. We give them real-world examples of what our expertise in SharePoint, SQL Server, Cloud platforms and other technologies can do for them. Much more detail on how our technology solutions can help them run their businesses more efficiently.”

Campbell explained that it was imperative for Infogenic Solutions to revamp the site with client needs in mind. “The Internet is the top information source used by businesses for finding and evaluating IT product and service providers, like us,” he said. “Many, many studies have shown that to be true, including those from Gartner Group. So with our dramatically improved site, we can do a far more effective job of getting clients the information they are looking for.”

He also explained the firm’s new brand promise, which played a large part in the website makeover. “Our job is to study and analyze our clients’ processes, procedures and existing technologies, and then create solutions for them,” Campbell said. “Our solutions improve their business processes and let their businesses run at peak efficiency. Our mission and our promise is that our technology solutions



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will remove process obstacles for clients, so they can take advantage of emerging opportunities to let their businesses run in new, profitable directions.”

Campbell also said, “Our new tagline, ‘*Let your business run*’, is a straightforward and easy-to-remember way to describe what a client can expect from Infogenic Solutions. Our new logo and other branding elements are all designed to make it clearer how we help our clients.”

You can visit the firm’s new website at: www.InfogenicSolutions.com

About Infogenic Solutions

Infogenic Solutions maintains its headquarters at 809 W. Detweiller Drive in Peoria, Illinois. The technology firm provides software solutions and consulting services to help clients of all sizes collect, analyze, share and use business-critical information. As a Microsoft Partner, Infogenic Solutions sells, customizes and implements solutions built upon Microsoft products, including SharePoint, ASP.NET, Office, SQL Server and Cloud platforms. The firm is also expert at developing stand-alone and integrated application solutions utilizing the latest in technology and efficient processing techniques. All of the firm’s services assist clients in making technology work to help them run their businesses at peak efficiency. The ultimate mission of Infogenic Solutions is to relieve clients of business process obstacles and technology issues so that clients are free to engage in other critical business functions, such as planning, so they can run their businesses in a manner that results in maximum profitability. More information about Infogenic Solutions is available at www.InfogenicSolutions.com.

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