

Geonexus Announces Rebranding and Commitment to System Integration and Data Quality

Geonexus announces rebranding of its visual identity, tagline, and mission that reflects a deepening focus on system integration and ensuring integrity of enterprise data.

ANN ARBOR, Mich. ([PRWEB](#)) October 27, 2020 -- Geonexus, a leading system integration software company, announced today a rebrand of its visual identity, tagline, and mission that reflects a deepening focus on system integration and ensuring integrity of enterprise data. In parallel with the unveiling of the new brand, Geonexus launched an updated corporate website (www.geo-nexus.com) that aligns with the companies' mission and core focus.

“Our company has evolved considerably over the last 10 years. We are now more focused than ever on providing our customers with a platform that enables business users to integrate systems without code,” said Skip Heise, Founder and CEO of Geonexus. “Our rebranding was done to promote our commitment to system integration and ensuring data quality. This aligns with the debut of our next generation technology, the Geonexus Integration Platform, scheduled to be released early 2021,” Heise mentioned.

“Our rebranding initiative started over 12-months ago with a brand audit and assessment. This included market research, and internal and external interviews conducted by our branding agency,” said Lindsay Sutherland-Gvakharia, Marketing Manager at Geonexus.

Key changes include dropping “Technologies” from their name and representation in the company logo. “Our former brand represented our company for the first 10 years. We have evolved and refocused, establishing a need for a new brand identity that aligns with who we are today and the vision for where we are going,” commented Sales and Marketing Director, Caroline Keros. “The new identity places emphasis on Geonexus as both a company and software platform,” Keros said.

The company's new tag line is “Systems Connected. Integrity Ensured.” The tagline aligns with their mission to offer a platform for system integration with emphasis on making sure data is properly synchronized to ensure integrity of enterprise information.

Early 2021, Geonexus will release the Geonexus Integration Platform which will include additional enterprise system connectors and provide for synchronization of multiple systems that share enterprise data.

About Geonexus

Geonexus is a software company with a focus on helping asset-intensive organizations operate more efficiently and solve complex business problems using enterprise technologies. Our purpose is to ensure the integrity of an organization's enterprise data by providing a continually supported, easy-to-use, proven platform for system integration. This includes connectors for Esri, Hitachi ABB Power Grids, IBM, Oracle, and SAP. We are committed to constant improvement, responsive service, and innovative products that help eliminate complications and unnecessary obstacles, allowing organizations to focus on what they do best. Our platform is used globally in industries including utilities, telecommunications, pipeline, transportation, and government.

For more information, visit <http://www.geo-nexus.com>.



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