

FROM ORDINARY TO EXTRAORDINARY

FireNet Systems, Inc.

Background - Who?

Since 1993, FireNet Systems has been a leader in life safety systems, offering detection, suppression and mass notification systems designed to meet their clients' unique needs.



Challenge - Why?

Lee's team has successfully grown FireNet Systems over the years. They made a **strategic decision** to enhance their brand, increase name recognition, focus on engineering targeted marketing materials, place more emphasis on the suppression side of the business and create a web presence.



Strategy - How?

Lee, Ed and Don met with Bryan Schreifels and were impressed with the EBS model and felt strategically they were a good fit. They worked with Lee, Ed and Don in the areas of **branding, marketing, website design and their back office management systems.**

Results - What?

Lee's team at FireNet Systems is off and running with their new logo, brand, marketing materials and website. Emerging Business Systems developed each area with there strategic direction and growth goals top of mind.

Contact

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