



Marc Posch Design, Los Angeles
Brand Consulting and Design

| Case Study

*How An IT Company In The
Hospitality Sector Increased
Their Revenues By 350% In Only
6 Months: The Pentacode Story.*



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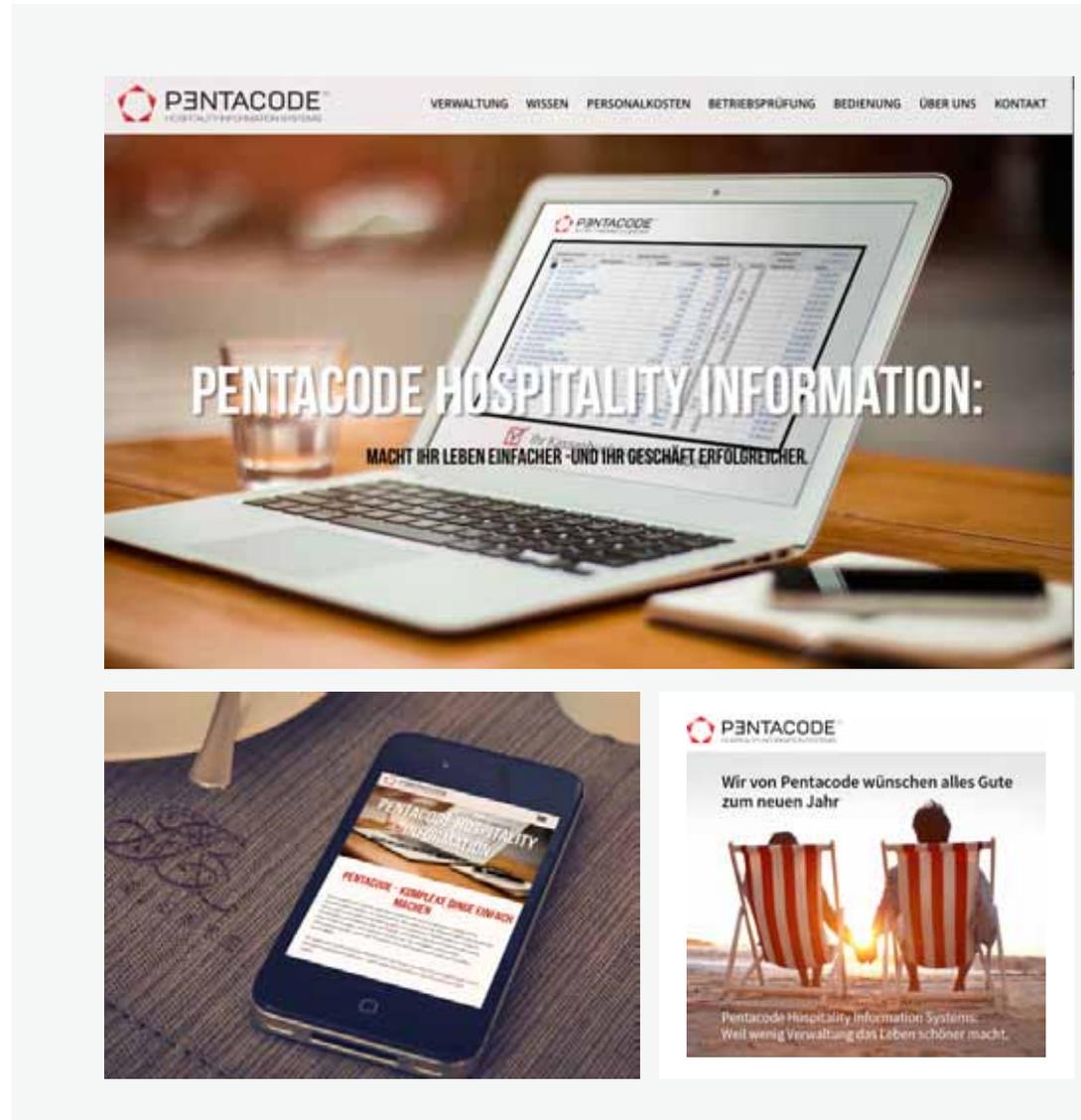
Pentacode Hospitality Systems was launched in Munich in the spring of 2014. They have developed an online staffing management and book keeping system for the hospitality industry. A revolutionary software product that makes it easier for restaurant owners to keep track with logistics and tax codes.

MPD/LA was engaged by Pentacode to update and define a comprehensive brand identity, and develop a responsive CMS website, including some promo and sales material for the launch.

The site was developed within a few weeks and launched in early May. The first sale happened after only 24 hours. Six months later their revenues had increased by 350%.

We are proud to be a partner in this success story which continues to grow. I see it as my job not only to provide graphics and visuals that support sales, but also actively engage in high level strategic decisions that help our clients to set the course for growth and expansion.

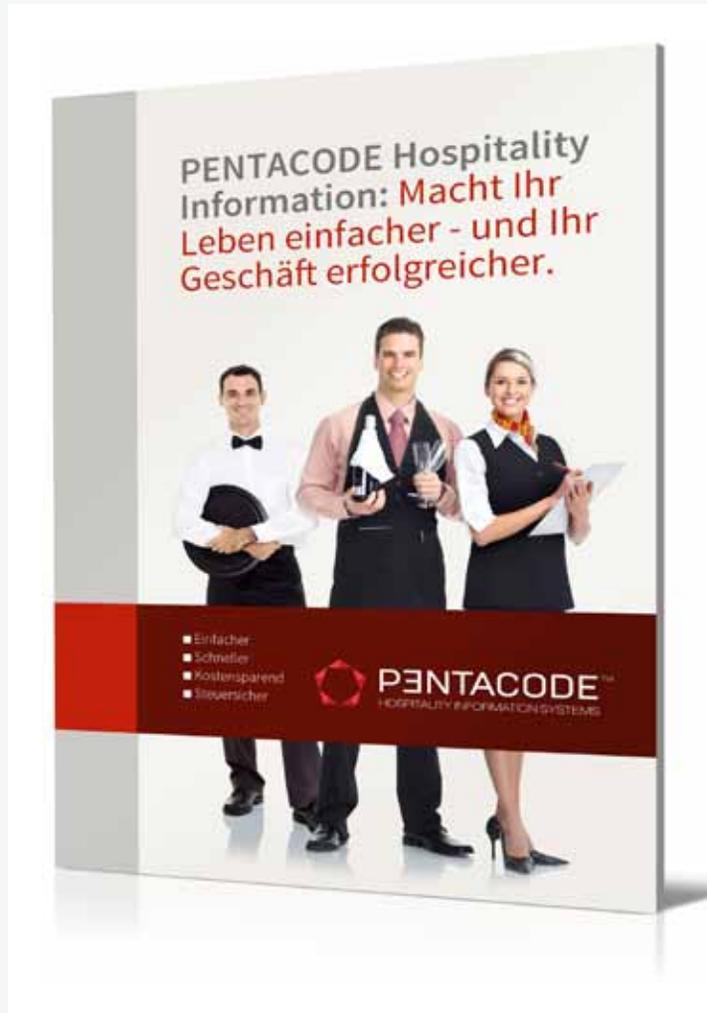
More about Pentacode: pentacode.eu





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“The website for our new product was finished ten days after the initial briefing and our sales increased by 350% within the first six months after its launch, with the first online contact literally within 24 hours after publishing the site. I found the cooperation with Marc Posch Design to be extremely constructive, absolutely issue orientated and outstandingly fast in the execution of the set goals.”
– Lorenz Strasser, Pentacode, Munich





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| About us

We Are At The Forefront Of Innovation

Visualizing new ideas in IT and bringing them to market is what we are passionate about. Having developed over one hundred IT brands, we noticed a trend lately: *Information Technology* has evolved from pure number crunching to innovating new ways to solve problems in the energy sector, the medical field, transportation and communications: IT now stands for *Innovation Technology*.

Everything is being reinvented in non-traditional ways by thinking beyond the conventional parameters and from the bottom up.

This is what we love about our job: standing with the visionaries and entrepreneurs and communicating their ideas to the world. By making the invisible become visible we help turn ideas into tangibles and drive the success of the next generation of big business.

MPD/LA is a Brand Consulting and Design team based in downtown Los Angeles, under the leadership of Swiss/German Creative Director Marc Posch. We are known for helping IT companies grow. With our experience, expertise and all the collaborators to make it happen, we ensure success.

If you would like to learn more about us and what we can do for your IT business, please give us a call: 213.341.1642

“A brand is a shortcut. It’s a shortcut used by the public that’s aware of you. A shortcut for expectations, trust, promises, conversations.

A brand that is worth something is worth it because you can sell more of it, or charge more. If you can’t sell more, you don’t have a brand.

Commodities aren’t brands precisely because they’ve never earned a spot in the mind of their public.” - *Seth Godin*