

## Introducing the Visium Name to Our Customers



Late last year, [you were invited to attend a brand launch](#) where you learned about the new platform under which our suite of solutions will fall—*Visium*. *Visium* provides our customers with a unique set of solutions which will become fully integrated, providing additional benefits to their business.

We decided to reintroduce our solutions under this platform name in order to strengthen our presence in the markets in which we operate. We believe that *Visium* gives our customers a name that is recognizable, supports our business strategy and reflects our promise to our customers.

*Visium* brings together our people, our processes and our technology to deliver value through expert insight into our customers' operations. Our solutions help our customers to solve problems related to operational efficiency, asset health and maintenance, and safety compliance.

We will begin to communicate directly with our customers within the coming weeks about *Visium*, so there is no immediate need for you to send any information to them. If they contact you with specific questions, please let them know they will receive detailed information in the future. For answers to general questions, you can refer to [the list of FAQs](#). But in the meantime, please assure them that they can expect to receive the same level of excellent service from an integrated suite of solutions.

Remember that while the names of some of our solutions will change, the solutions themselves—as well as our company name—will remain the same. To view the full list of solutions, their names and descriptions, please [click here](#). (Please note that in instances where we are licensed to sell products on behalf of others, there will be no name change.)

Both AQD and KMS will fall under a separate rebranding timeline. The name change for these two solutions will be aligned with the next major software release, which will put both solutions on a common technology platform. AQD and KMS both have significant name recognition in their niches and we want to be sure that we don't lose that value.

But in order to establish our new brand identity, we need your help. We need to maintain a consistent look and message across all our material, so it's important that we follow the [brand guidelines](#) and use the [available templates and material](#) on OLook. There you will find company stationery, document templates, PowerPoint templates, marketing collateral, and lots of other helpful tools.

If the brand guidelines don't answer your questions, please contact me. You can also check [the list of FAQs](#) to find out more about *Visium*.

In the coming months, you will begin to see *Visium* reflected on our company website, in our marketing materials, and in the communications we use, especially for our customers. But visual presentation is only a small part of our brand. Our brand is strengthened by how we connect with our customers and with each other. When we live our values by the way we do things, our brand promise becomes alive for us and our customers.

# FAQs for *Visium*

Click on the question you'd like to get the answer for.

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### **What is *Visium*?**

*Visium* is the new platform name under which our suite of solutions will fall. *Visium* solutions allow our customers to create their own unique set of solutions that will become integrated and easy to implement. *Visium* brings together our people, our processes and our technology to deliver value through expert insight into our customers' operations. Our solutions help solve problems related to operational efficiency and safety.

### **Why did you choose the name *Visium*?**

Choosing an iconic name that differentiates your services from your competitors' is a long and difficult process. Much care must be taken in researching and choosing a name that is not already trademarked or used in a similar capacity or industry. *Visium* is a derivative of the word "vision." It refers to the consultancy and insight we provide our customers, helping them to solve problems and giving light to issues related to managing complex assets.

### **Why are we changing the names of our solutions, and why now?**

In certain markets we have a strong presence, but only with certain solutions. In many cases, customers know us by some of the solutions we offer, but not necessarily by our company name.

It has therefore been difficult to promote the company as well as our other solutions in those markets. Part of our strategy to grow our business involves ensuring that our brand is recognized as a company that provides world-class solutions.

We decided to reintroduce our solutions under this platform name in order to portray an integrated set of solutions, and in order to strengthen our presence in the markets in which we operate. This portfolio of solutions promotes our brand identity and is strongly tied to our capability and our core strengths, which are:

- specialist providers;
- expert industry knowledge (technical and business);
- industry-leading tools and services;
- innovation;
- analysis and insight that enable informed decisions;
- original equipment (OE) knowledge.

We believe that *Visium* gives our customers a name that is recognizable, supports our business strategy and reflects our promise to our customers, which is to:

- understand their needs;
- meet our commitments;
- focus on delivering value;
- never stand still.

### **Is our company name changing too?**

No, we are not changing our company name. OSyS is still our company name and *Visium* is simply the platform name under which our solutions will fall. For example, Rolls-Royce offers TotalCare®, the flagship brand for an integrated set of services from Civil Aerospace. Similarly, OSyS will offer *Visium*, an integrated set of solutions to our customers.

### **What will the new names of our solutions be?**

A full list of solutions, their new names and descriptions [can be found here](#). Please note that this list only contains solutions whose names will be changed.

### **I noticed that some services are missing from the list of solutions. Are they being eliminated?**

No. The only names of solutions that will change are those that are solely our intellectual property. Any solutions that we are only licensed to sell and have no authority to change their names, such as CAFTA and JetSCAN®, will keep their names.

### **Does this name change affect our recent focus on the aerospace and industrial markets?**

The name change doesn't adversely affect our focus on the aerospace and industrial markets. In fact, our stronger market focus better enables us to serve and support our customers, provide clearer accountabilities for our teams and support the next phase of our growth. So, having a single platform name helps us to reposition our solutions as an integrated and customizable set of tools that addresses operational efficiency and safety.

### **What should I tell current customers about *Visium*?**

We will begin to communicate directly with our customers within the coming weeks about *Visium*, so there is no immediate need for you to send any information to them. If they contact you with specific questions, please let them know they will receive detailed information in the future. For answers to general questions, you can refer to this FAQ document. But in the meantime, please assure them that they can expect to receive the same level of excellent service from an integrated suite of solutions.

### **What is your plan to communicate to stakeholders?**

The stakeholders affected by this name change include Rolls-Royce employees, Rolls-Royce customers and other current customers. We intend to communicate with them by the end of February.

We will inform Rolls-Royce employees of the changes through news stories placed in communication channels such as RRNA's the Hub, the InfoCentre, and other relevant newsletters.

Rolls-Royce and other current customers will receive targeted emails that communicate the changes and promote the benefits of our integrated portfolio of solutions. The goal is to increase awareness of solutions they are not currently using, which could increase sales. Our Customer Relationship Managers will also send personalized emails with additional information. Our customers will also have the opportunity to watch a video that details the changes. Eventually, there will be a dedicated page on our company website that communicates the changes.

### **What other types of changes will I see?**

In the coming months, you will begin to see *Visium* reflected on our company website, in our marketing materials and in the communications we use, especially for our customers. Some of these changes will also be reflected in our internal branded documents, such as sales PowerPoint templates and technical documents. Please remember to check [the Marketing & Communications page](#) on OLook often for the most up-to-date templates.

### **Where I can find branded templates?**

Company stationery, document templates, PowerPoint templates, marketing collateral, and lots of other helpful tools will be available on [the Marketing & Communications page](#) on OLook. Please remember to check often for the most up-to-date templates.