

# XATOR REPOSITIONS FOR TRANSFORMATIVE GROWTH POST-ACQUISITION

## How Audacia Strategies repositioned and unified the company after eight acquisitions

### Challenges

Xator, a mission-focused provider of critical infrastructure solutions for the U.S. government, had a disjointed and inconsistent brand approach following eight acquisitions and significant new business growth. As a result, their market underappreciated — and undervalued — their capabilities.

### Solution

Xator hired Audacia Strategies to reposition the company with a unique shared value proposition and brand messaging to unlock value by positioning them to break through the market noise, reframe customer perception, and unify employees.

Using their three-tier "A3" framework, Audacia Strategies delivered Xator's new brand articulation, architecture and message assets based on an analysis of Xator's brand materials, competitive analysis, and internal insights from 35 interviews with Xator employees.

### Results

- » A uniquely positioned brand message that clearly articulated the benefit of working with and for Xator
- » A clear, easily articulated value proposition for customers and employees
- » Actionable insights from employees at all levels about company differentiators
- » More informed employees who are excited to share their unique message
- » Clear, adaptable brand messaging



*"The Audacia Strategies team really understood where we were at and the challenges we were facing with our messaging. They were able to listen and get down to the true essence of what Xator does and the value proposition we bring to our customers and employees in a way that really resonates. It was a very energizing and eye-opening experience."*

— **Mark Skinner**

CHIEF STRATEGY OFFICER, XATOR

TO LEARN MORE ABOUT HOW AUDACIA STRATEGIES CAN HELP YOUR BUSINESS REPOSITION FOR TRANSFORMATIVE GROWTH, VISIT [AUDACIASTRATEGIES.COM](https://audaciastrategies.com).

