

ELITS

Suggestions for new taglines and internal credo

Written by Markus Widegren

Tagline

LET US CONNECT IT FOR YOU

“Let us connect IT for you”

Secondary tagline

WE MAKE IT FOR PEOPLE – PLAIN AND SIMPLE

“We make IT for people – plain and simple”

Internal credo

TO ENABLE THE FULL POTENTIAL OF OUR CUSTOMERS

“To enable the full potential of our customers”

LET US CONNECT IT FOR YOU

We make IT for people – plain and simple

Humans have been working together for a long, long time. Bringing different kinds of expertise together in a group to achieve tasks that benefit the whole. To accomplish what cannot be done alone. Cooperation has always been the key to our success as humans. And the best part – we are still doing it!

Today information is often one of the most valued commodities of a company. It has to be safe, secure and reliable. But to manage and develop an entire IT structure takes a lot of time and resources. It takes focus from your core business and can even grow into a hindrance rather than helping your enterprise to move forward. It is actually pretty challenging to maintain by yourself.

This is where ELITS can help. We have been working to serve and protect the best interest of our customers since 2006 and have gathered a lot of experience. We are glad to share our knowledge in close cooperation with our customers and to help them achieve their goals. We aim to enable the full potential of our customers.

One thing we have learned is that IT is all about connecting humans in one way or the other. The technology itself is vital but ultimately it's just a tool, a means to transfer information between people. To manage information technology is to manage information between people. Basically we facilitate connections between people through information technology. Consequently we think IT should be made more human and approachable.

We also think it is important that you feel your IT solutions remain safely in your hands and under your control even when we are developing and managing it. That's why ELITS with our value-driven and strong corporate culture brings you motivated employees that always act in your best interest. And that's why we always work locally and close to you all our customers, even though we operate on a global scale. We strive to find flexible and carefully tailored solutions for each and everyone.

Finally, on a lighter note, as you may have noticed ELITS doesn't communicate in pig latin. Why? Because we want you to easily understand us of course! The technical jargon within the IT business can be hard to follow unless you are an expert. We favour plain language because you shouldn't have to worry about that. Actually, you shouldn't have to worry about anything. Let us be your IT experts and we will make your life easier. Because that's how we like to work. We make IT for people – plain and simple.