



**THE
MAXWELL SYSTEMS
BRAND**



**EMPOWERING™
CONSTRUCTION**

MAXWELL SYSTEMS

EMPOWERING CONSTRUCTION™

For more than 35 years, Maxwell Systems has built a strong and widely respected brand, founded on the promise of helping construction businesses of all sizes and specialties to run their businesses better.

Today, we're renewing our brand promise, and we're raising a new brand standard that brings this promise even more powerfully to life.

As we strive to meet the needs of construction businesses in our evolving marketplace, we're introducing a new logo, a fresh new visual design, and an emphatic new tagline that manifest our value and promise to our customers.

We aim to speak clearly and relevantly to construction businesses about how our solutions and services align with their needs, helping them to gain end-to-end control of their critical business processes, and to maximize profitability.

**With innovative construction software solutions, industry experts, and best practices, we are Maxwell Systems.
Empowering Construction.**

THE NEED FOR MAXWELL SYSTEMS REVEALED.

To strengthen our brand promise, we conducted research by speaking at length with hundreds of construction professionals across all types of work. What did we learn?

Contractors are seeking solutions that empower them to be more efficient and effective in managing the complexities of construction businesses today. They also expressed the value of having a real partner who offers not only technology solutions, but also strong services, coupled with construction expertise and practical know-how.

The insight we gained affirmed that Maxwell Systems is perfectly positioned to deliver precisely what construction businesses need today and well into the future.

We have significantly invested in research and development to deliver the right-fit software solutions to help contractors realize maximum performance and profitability from bid to cash. At the same time, we provide comprehensive support, training, consulting, and best practices to help them get the best return on their technology investment.



THE MAXWELL SYSTEMS BRAND PROMISE

We have established a brand promise and tagline that speak to our core principles as a company that is dedicated to being all-in and going all-out for our customers.

Maxwell Systems empowers construction companies to more profitably run, grow, and transform their businesses.



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HOW WE **DELIVER** ON OUR **PROMISE**

At **Maxwell Systems**, we empower our customers as the industry's only all-in-one source for construction solutions, backed by comprehensive services and best practice expertise. Contractors have shared that they appreciate that commitment, and it's important to Maxwell that we meet their needs and exceed expectations – from Day 1 to Day 1001. **With this promise, we are truly dedicated to helping construction companies build, grow, and transform.**

CONSTRUCTION SOLUTIONS

“Time is money. If we can **streamline and make things run more efficiently**, it would, in turn, make us more money.”

VALUABLE EXPERTISE

“Having construction **professionals that understand the business** is a major plus. Most software companies I have dealt with are staffed by techies with no real-world experience.”

COMPREHENSIVE SERVICES

“A software company that **stays with you throughout** would be beneficial to our company and employees.”

WHAT CUSTOMERS SAY THEY WANT AND HOW WE DELIVER.

“To achieve greater productivity, efficiency, profitability, and competitive advantage, our customers need solutions that address the needs of an entire construction project, from bid to cash. At Maxwell Systems, we’re empowering construction companies to do just that – revolutionizing the way contractors manage their internal operations, as well as their relationships with external partners.”

Jim Flynn | President and CEO, Maxwell Systems

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