

June 1, 2024

Brilliance CRM Partners with The Idea Farm to Reimagine CRM for Small and Mid-Size Businesses

FOR IMMEDIATE RELEASE

Cullman, Alabama — Today, Brilliance, Inc., a pioneering software company, announced the unveiling of a fresh, dynamic brand identity for its flagship product, Brilliance CRM, designed in collaboration with the renowned creative agency, The Idea Farm by VM Digital. This rebranding initiative marks a significant step in Brilliance CRM's journey to redefine customer relationship management for small to mid-size businesses as an easy-to-use solution to help businesses grow.

Since its inception in 2013, Brilliance CRM has been at the forefront of innovation, providing scalable and secure CRM solutions that empower businesses to enhance their customer relations and accelerate growth. With the new brand identity, Brilliance CRM is set to strengthen its position as the go-to CRM solution in a competitive market.

"The rebranding of Brilliance CRM embodies our vision to not only meet but exceed the evolving needs of today's businesses," said Jordan Feasel, CEO of Brilliance, Inc. "Our partnership with The Idea Farm has enabled us to design a brand that reflects our core values of trust, efficiency, and innovation."

The new logo, characterized by its modern and sleek design, along with a new color scheme that represents professionalism and reliability, has been crafted to resonate with the current and next generation of entrepreneurs and business leaders. The branding elements are designed to convey the sophistication and high functionality of Brilliance CRM, promising an

intuitive user experience and robust features that enhance operational efficiencies and the company's mantra of "Brains & Brawn."

In addition to the visual makeover, Brilliance CRM has introduced more affordable pricing to help businesses grow.

"Brilliance CRM is not just a tool but a part of your team; it grows with your business and adapts to your needs," added John Marx, CTO of Brilliance, Inc. "Our enhanced security features and comprehensive support system ensure that businesses can focus on what they do best — serving their customers while our team does all the development."

As Brilliance CRM continues to expand its reach, the partnership with The Idea Farm will play a pivotal role in ensuring that the brand remains at the cutting edge of the CRM industry, driving growth and fostering enduring customer relationships.

For more information about Brilliance CRM and the new branding, visit www.BrillianceCRM.com.

Brilliance, Inc. is a leading provider of CRM and digital marketing solutions, dedicated to helping small and mid-size businesses excel. With a commitment to innovation and quality, Brilliance CRM offers tailored solutions that empower businesses to achieve their full potential.

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