

Logic3 Case Study

Logic3 is one of the world's leading suppliers of audio, mobile and gaming accessories. Based in Watford, UK, Logic3 markets its iconic products to over 30 countries across Europe, the USA, the Middle East, Australia and the Far East.

As a global company, Logic3 needs to protect its own brand plus the identity of each new product it creates and brings to market. This involves purchasing the relevant domain names and extensions to ensure that the company's reputation is always maintained. Logic3 uses Easyspace to supply those domains.

Michael Kirkham, Director of Logic3, says: *"Web domains are a really important aspect for us in terms of protecting our brand as a global company. Having the right domain names and extensions means we can direct customers straight to the correct websites, whether they're searching for us from within the UK or from abroad. We've ended up buying hundreds of domain names over the years because we also need to protect our sub brands as well as Logic3. Easyspace has provided us with the expert help and support we need to get them."*

It was actually one of the company's own IT specialists who first recommended Easyspace to Logic3.

"This particular employee had been really impressed by his own dealings with Easyspace and suggested we try the company out for domains," Michael explains. *"Easyspace has done such a good job for us that we've transferred virtually all our domains over."*

Logic3 uses Easyspace to buy domains for its overall company brand but also for specific sites related to the launch of new products. It can launch anything between 50 and 300 new products a year.

Michael Kirkham continues: *"The great thing about using Easyspace is that the control panel contains plenty of information and is easy to use and manage. It's in what I would describe as 'plain English!'"*

Logic3 is determined to maintain its strong image in the market for audio, mobile and console/ PC gaming accessories and employs a team of highly skilled professionals to ensure that it continues to develop new and exciting product lines to meet the customers of today, tomorrow and beyond.

Sarah Haran, managing director of Easyspace, says: *"Logic3 is a company that continues to look forward and Easyspace is delighted to be supporting it in its vision. We understand how important it is to have a strong company identity in a competitive market and we work hard to ensure that our customers get practical and straight forward support in protecting and maintaining their online identity."*

As for Logic3, Michael Kirkham concludes: *"With Easyspace we get everything we need, plus a friendly voice at the end of the phone whenever we need to talk to someone. We really have nothing to complain about. Easyspace gives us an excellent service."*

To find out more about Logic3's products visit www.logic3.com



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For further details
www.easyspace.com or call: 0370 755 5088