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Evolving CPA Firm Takes a Rebrand Challenge

NEW YORK, NY (November 26, 2012) – The SDDCO Group, a longstanding CPA and consulting firm, announces the launch of its new website (www.sddco.com) and answers the question, “Why rebrand?”

A Google search of accounting firms yields a surplus of websites stuck in the 90s. Except for the big few, most CPA firms don’t invest much in their brands. The value provided, they believe, is offline—in person. Till now The SDDCO Group (SDDCO) was no different. Since the 60 year-old firm launched its inaugural website a decade ago, nearly every other aspect of the firm had evolved.

SDDCO supplemented its core competencies in accounting and FinOp work with a full list of regulatory compliance services and expanded the firm to six entities. In tandem, they augmented their talent, technology, and most internal procedures. As a result, SDDCO became a premier vertical solution provider to the finance industry.

Their services evolved. Their business evolved. But the brand was stuck. So SDDCO took this rebrand challenge: can we communicate to the world the intensity of our firm?

SDDCO started with their market knowledge: The world of financial services is growing more complex. Next they infused their worth into their message: “SDDCO is support made simple.” Then shifting to the website, they strengthened the logo and stripped out the clutter, opting for a look to convey values of client support and simplicity. Swapping a wide palette for graphite hues and old stock photos for massive glass towers delivered a more confident and focused identity to their financial market. Finally, as in the daily work, the polish was in the particulars. The development team spent months with the attentive web designers at Transfuture, LLC ironing out every pixel to improve the user experience.

“SDDCO was ripe for a redesign,” said Scott Daniels, Managing Partner. “We needed to show the scope of our growth and our capacity to simplify obligations for our client base. Our clients know the care we take. We wanted visitors on the web to see it.”

About The SDDCO Group

Born 1952 in NYC, The SDDCO Group (SDDCO) delivers outsourced support to the financial services industry, including B/Ds, RIAs, privately held funds and U.S. arms of foreign banks. SDDCO’s services for emerging and established firms include SEC and FINRA memberships, accounting, FinOp, tax, AML testing, brokerage advising and regulatory compliance consulting. www.sddco.com.

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