



A·P·E CONSULTING

ANALYSIS · PLANNING · EXECUTION

CASE STUDY - CONSULTANCY IN ACTION

Planning for iDrives Introduction and Growth

In 2019 iDrives NZ Ltd launched in New Zealand as the premier supplier of Danfoss drive solutions.

In 2018 Directors Bjarke Byllemos and Aslam Raza approached A.P.E Consulting for assistance in developing their strategic direction, marketing plan and brand development. Working the globally respected Danfoss brand, it was important to chart a clear path for iDrives to leverage the Danfoss brand, historical NZ presence and the industry experience of the Directors themselves.

Ian utilised his market understanding and industry experience to work with iDrives on developing their business strategy, marketing plan and securing New Zealand distribution rights.

Olivia designed the iDrives brand in a way that it could be used in conjunction with the existing Danfoss branding when necessary, and strong enough to be used alone. A circular 'button' icon was created for individual use or with the full iDrives name. Working with iDrives and Danfoss, she worked through the company rollout with business stationery, in-house templates, technical datasheets, product brochures, flyers, powerpoints, conference and expo stand design and LinkedIn presence.

iDrives have established a strong foothold in New Zealand, developing their local partnerships and regrowing the Danfoss brand. A.P.E continues to work with iDrives to maintain their clarity and direction, company development and assist with ongoing marketing initiatives.

iDrives is focussed on providing intelligent drive and power quality solutions, trusted throughout the industry to help their customers maximise their opportunities and productivity.



“Ian became an integral part of our team from day one and has played a key part in our success. Having Ian onboard means that we stay focused on our strategic directions.

Having A.P.E Consulting developing all our marketing and designs gave us the best possible profile from the start.”



iDrives
INTELLIGENT DRIVE SOLUTIONS

BJARKE BYLLEMOS, GENERAL MANAGER