



Unisys Corporation – SOLUTION FORMULATION

Capstone Project – Deliverable 4

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EXECUTIVE SUMMARY



Perception
Problem



Strategic
Fix



Competitive
Benchmarking

THE CHALLENGE

Legacy brand perception
blocks growth in mid-market

STRATEGIC RESPONSE

Reposition Unisys as an AI-first
transformation partner via
messaging, SEO, and client tools

OUR APPROACH

Compared Unisys vs, EPAM (traffic,
search, LinkedIn). Built rollout plan
with KPIs

EXPECTED OUTCOMES

↑ Awareness
↑ Qualified leads
↑ Mid-market trust`

Repositioning Unisys: From Legacy Perception to Innovation Leader

This visual summarizes our strategy to shift Unisys' market image by enhancing brand identity, boosting digital visibility, and deepening client engagement, backed by competitor analysis and actionable KPIs.

INTRODUCTION TO UNISYS CORPORATION

Overview:

- Unisys is a global IT company providing cloud services, cybersecurity, AI automation, and IT infrastructure to businesses and governments worldwide.
- **Founded:** 1986 (Merger of Burroughs & Sperry)
- **HQ:** Blue Bell, Pennsylvania, USA
- **Industry:** Information Technology & Services
- **Employees:** ~15,900
- **CEO:** Peter Altabef (Comp: \$3.88M)

Mission:

- “Enhancing lives through secure, innovative digital solutions.”

Vision:

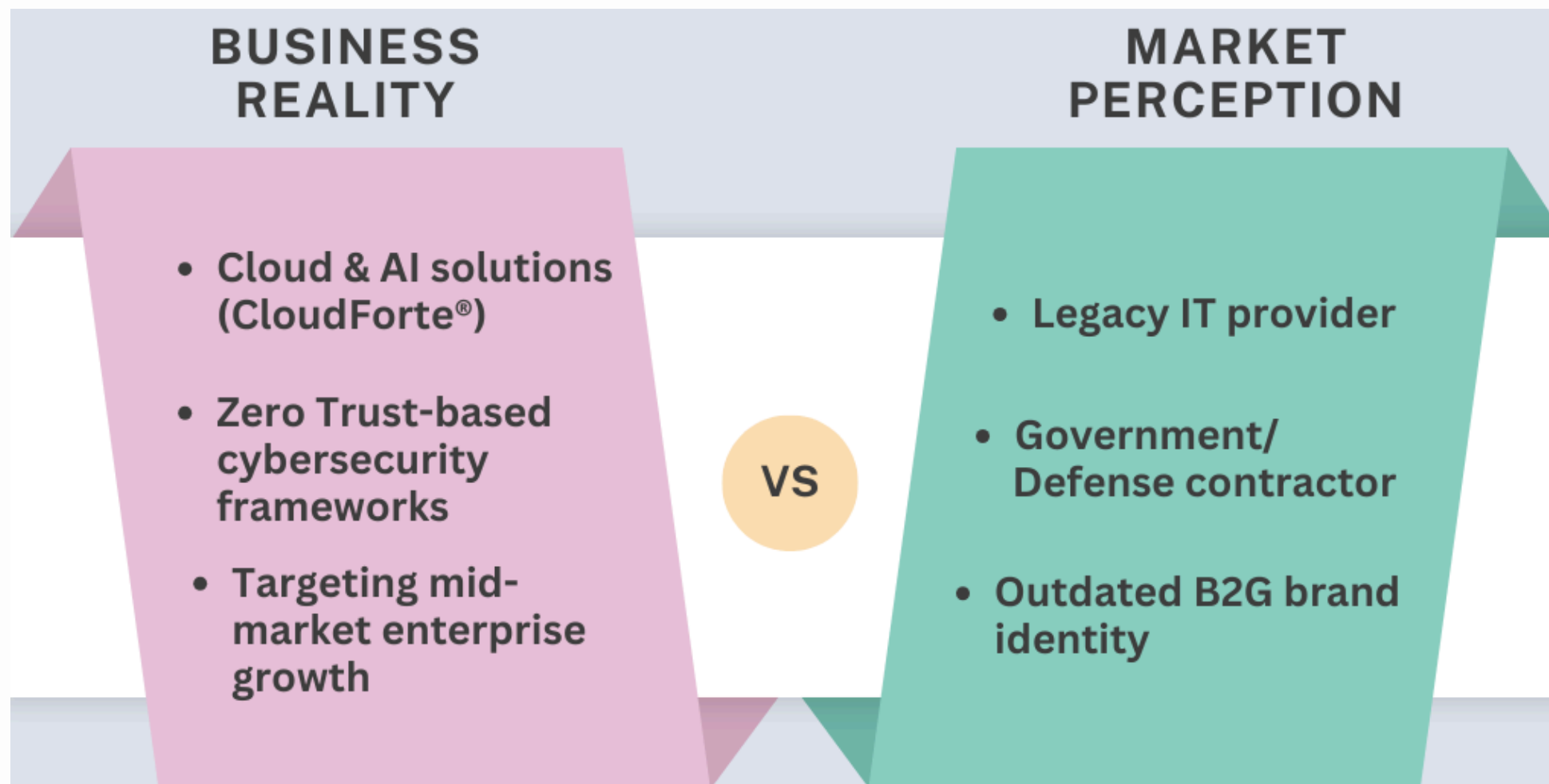
- “To be a trusted leader in digital transformation globally.”

Key Focus Areas:

- Cloud & Infrastructure
- Cybersecurity
- AI & Automation
- Digital Workplace



STRATEGIC MISALIGNMENT – PERCEPTION VS. CAPABILITY

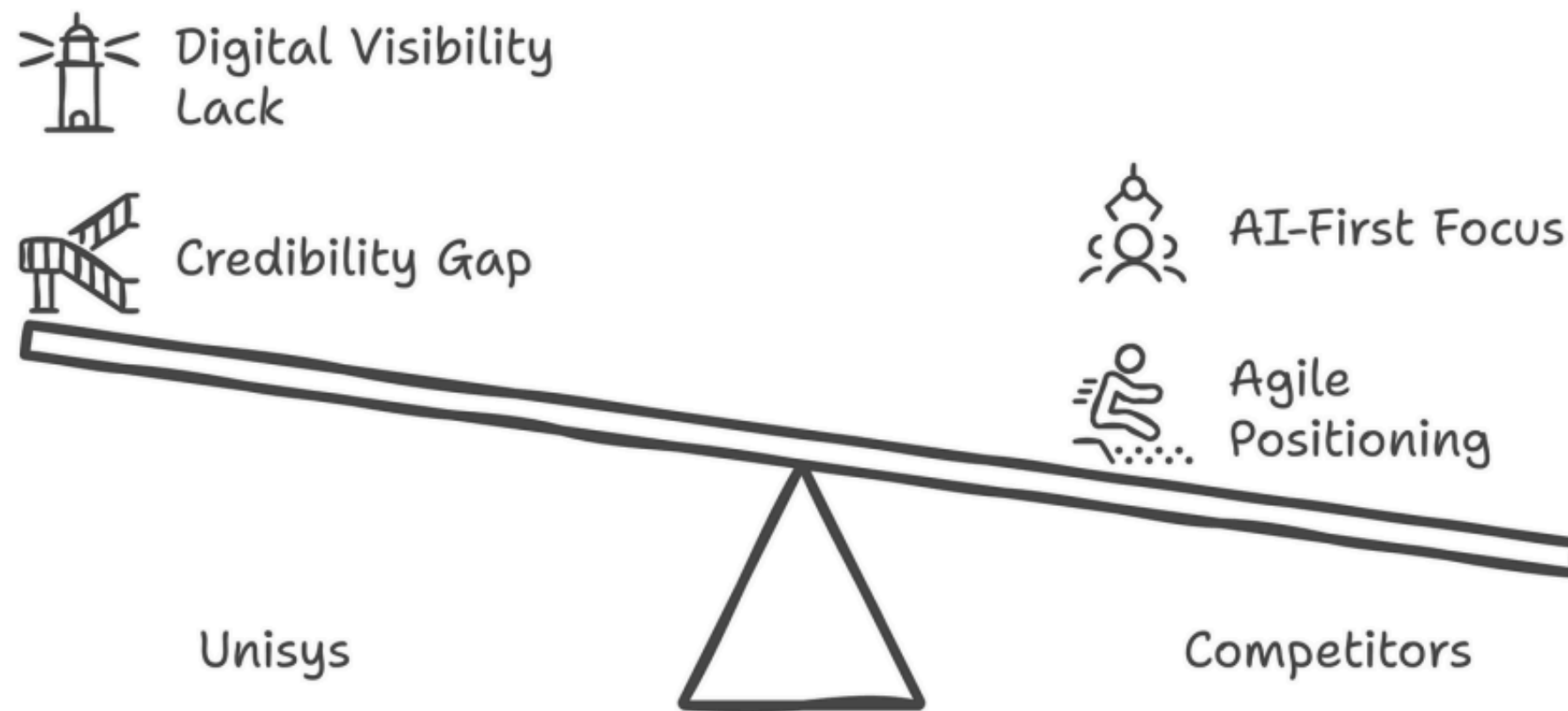


The gap between how Unisys operates and how the market perceives it

- As we analyzed Unisys' current capabilities and public positioning, we uncovered a key misalignment.
- On the left, we see the business reality: Unisys offers advanced solutions in cloud infrastructure, Zero Trust cybersecurity, and is actively targeting mid-market enterprise clients through platforms like CloudForte®.
- However, the market perception, shown on the right, still sees Unisys as a legacy IT provider, primarily serving government or defense clients with an outdated B2G image.
- This perception gap presents a strategic branding issue: Unisys is evolving, but the market hasn't caught up. Bridging this gap is the core focus of our capstone project.



MARKETING PROBLEM STATEMENT



Unisys must enhance visibility and agility.

Unisys is facing a marketing challenge:

- **Despite strong technical capabilities in AI, cloud, and cybersecurity, the company continues to be perceived as a legacy IT vendor. This outdated brand perception limits Unisys' ability to attract and convert mid-market enterprise clients seeking modern, transformation-driven partners.**

UNISYS VS. EPAM - THE GAP & THE GROWTH OPPORTUNITY

Competitive Visibility Gap

- **Site Traffic:** EPAM – 6.1M | Unisys – 771K
- **LinkedIn Followers:** EPAM – 2M+ | Unisys – 659K
- **Search Interest:** EPAM leads consistently (Google Trends)
- EPAM wins on visibility, engagement, and perception.

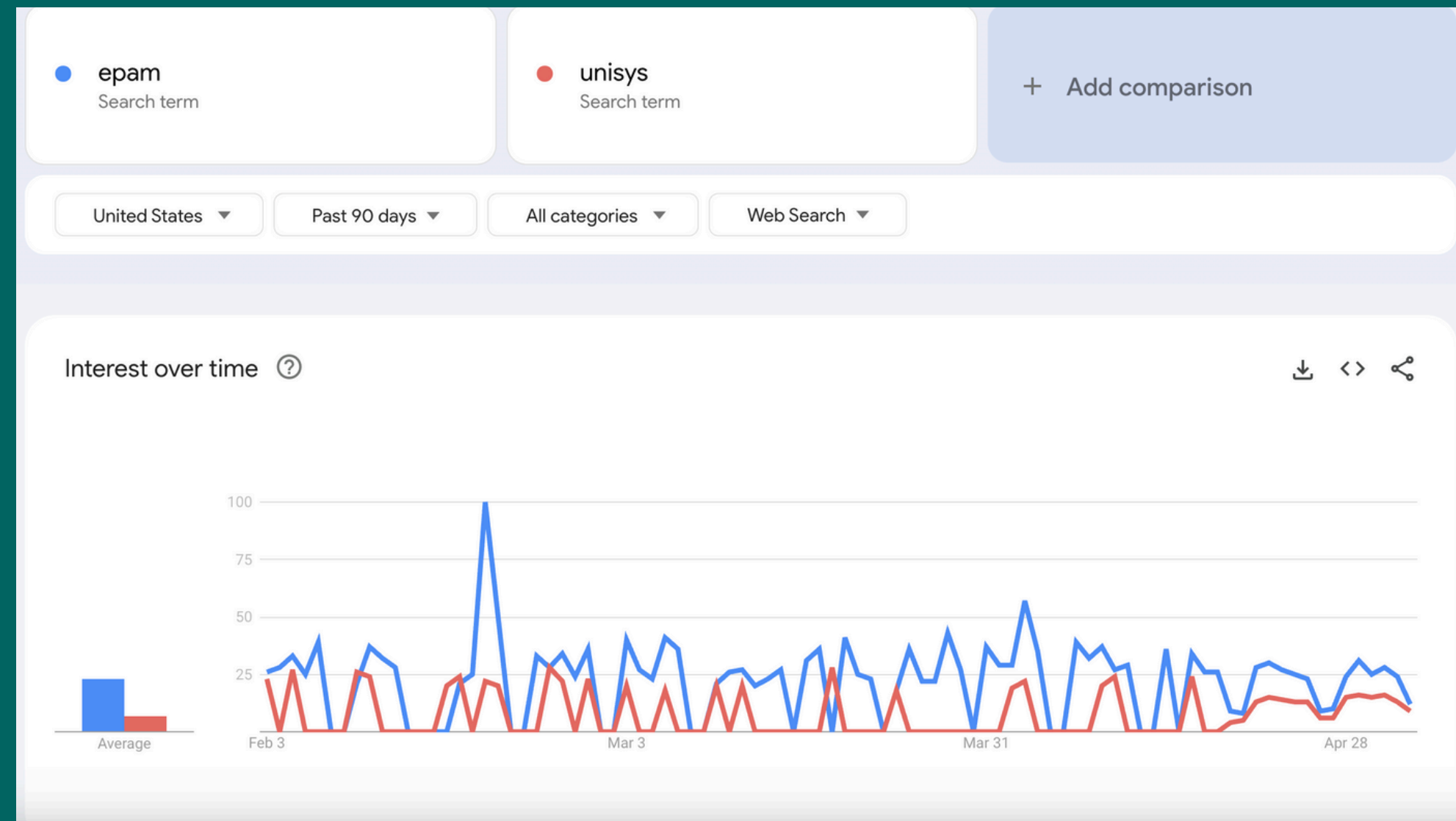
Mid-Market Potential

- 200K+ U.S. firms | \$350B+ IT spend by 2026
- Seeking agile, secure, AI-first vendors
- Ideal match for Unisys' capabilities — but brand presence is lacking

Takeaway

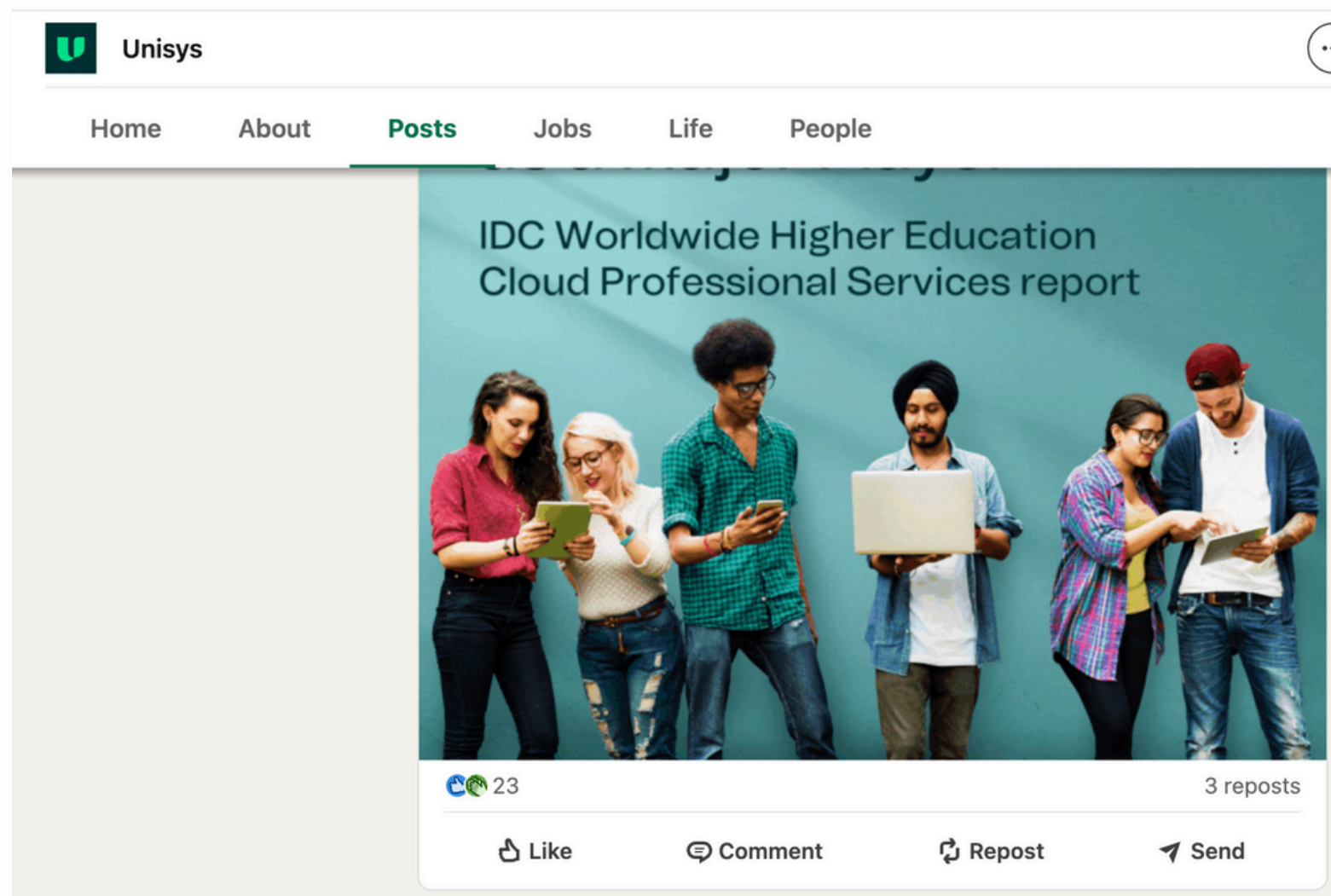
Unisys has the tools, but lacks the presence.

Closing the visibility and perception gap is the key to capturing this untapped mid-market demand.



■ EPAM (blue) consistently shows higher search interest, highlighting stronger brand awareness and top-of-mind visibility compared to ■ Unisys (red)

WHY IT MATTERS



- **Website Traffic:** EPAM – 6.1M vs. Unisys – 771K (Jan–Mar 2025)
- **LinkedIn Post Engagement:** EPAM – 137 likes vs. Unisys – 23
- Unisys is underperforming online despite strong offerings.
- Mid-market buyers aren't discovering or engaging with the brand.
- Mid-market buyers rely on digital channels to evaluate vendors
- Unisys' low traffic and engagement reflect poor discoverability
- Great services are being overlooked due to weak online presence

Traffic & Engagement

Total visits ⓘ

📅 Jan 2025 - Mar 2025 🌐 Worldwide

Domain

epam.com

unisys.com

%

#

6.109M

771,036

EPAM Wins 2025 **BigCommerce**
Excellence in Delivery Award

👍❤️ 137

7 comments · 15 reposts

👍 Like

💬 Comment

🔄 Repost

➦ Send

Appendix B – Website traffic, SimilarWeb SEO data



SOLUTION FRAMEWORK OVERVIEW



Brand Repurposing

- Shift perception from legacy IT to innovation leader
- Align messaging with strengths in AI, cybersecurity, and cloud
- Update tone, visuals, and storytelling



Digital Visibility

- Improve discoverability through SEO, blog content, and paid media
- Address underperformance in web traffic and LinkedIn reach (Appendix A & B)



Client Engagement

- Use interactive tools (e.g., maturity assessments, webinars)
- Highlight mid-market case studies and success stories
- Deepen trust and shorten the sales cycle (Appendix C)



SOLUTION 1: BRAND IDENTITY REFRESH

Original Idea

Modernize brand messaging to highlight Unisys' strengths in AI, cybersecurity, and digital transformation.

Why It Matters

- Google Trends shows Unisys lags behind EPAM in search interest
- Indicates a perception gap despite strong technical capabilities
- Brand visibility impacts awareness, trust, and conversion

What We Recommend

- Reposition Unisys as an AI-first, cybersecurity-led partner
- Integrate proof points: client case studies, award recognition, business impact stats.



SOLUTION 2: DIGITAL VISIBILITY

Original Idea

Boost Unisys' online presence through SEO, content marketing, and paid media campaigns.

Why It Matters

- EPAM: 6.1M site visits vs. Unisys: 771K — ~8x difference
- Global Website Rank: EPAM #22,714 | Unisys #159,982
- Visibility gap limits brand awareness and mid-market discovery

What We Recommend

- Refresh website with conversion-optimized UX & messaging
- Run LinkedIn ads targeting mid-market CIOs with clear CTAs
- Launch blog + explainer video series to drive engagement

Appendix B: Website traffic & SEO data via SimilarWeb



SOLUTION 3: CLIENT ENGAGEMENT

Original Idea

- Leverage maturity assessments, webinars, and success stories to build trust and drive conversions.

Why It Matters

- EPAM LinkedIn post: 137 reactions, 15 reposts
- Unisys post: 23 reactions, 3 reposts, indicates a storytelling and engagement gap

What We Recommend

- Share visual success stories & thought leadership content
- Offer gated tools like assessments and reports for lead capture
- Amplify reach with retargeted ads to drive more engagement



KNOWING OUR AUDIENCE: MID-MARKET CIOs



Primary Persona:

- **Role:** CIO/CTO in mid-sized U.S. firms (**500–5,000 employees**)
- **Industry:** BFSI, healthcare, manufacturing, and public sector
- **Annual Revenue:** \$100M–\$2B

Goals:

- Accelerate digital transformation
- Modernize infrastructure securely
- Demonstrate **ROI** to executive boards

Pain Points:

- Vendor fatigue from undifferentiated players
- Limited internal resources
- Balancing **innovation** with **cybersecurity risk**

Content Habits:

- Consumes LinkedIn articles, whitepapers, and webinars
- Trusts **peer reviews** and analyst insights

RACI MATRIX

Task	Marketing	Content Team	Analytics	Leadership
SEO & LinkedIn Ads	R	A	C	I
Webinars	A	R	C	I
Maturity Tool Development	C	A	R	I
Thought Leadership Pieces	C	R	C	A
KPI Tracking	C	C	A	I
Influencer Collaboration	A	C	C	R

- **R** = Responsible
- **A** = Accountable
- **C** = Consulted
- **I** = Informed



30/60/90 DAY TIMELINE



First 30 Days

First 30 Days

- Finalize brand messaging
- Launch LinkedIn awareness campaign
- Outline webinar topics



DAY 31 – 60

Next 60 Days

- Deploy SEO fixes and pillar content
- Release first case study
- Launch first maturity tool prototype
- Host first webinar



By 90 Days

By 90 Days

- Evaluate engagement metrics
- Refine targeting based on campaign insights
- Begin influencer outreach
- Launch second webinar and maturity tool version 2.0



HOW WE MEASURE SUCCESS



Brand Awareness:

- **+25%** in **LinkedIn impressions**
- **+15%** in **website traffic (target pages)**

Engagement Metrics:

- Average webinar attendance: **150+**
- Maturity tool completions/month: **50+**

Lead Generation:

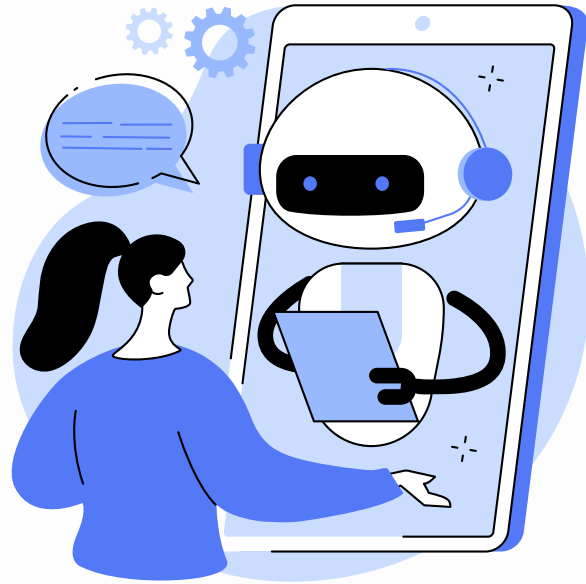
- **+10%** increase in mid-market **MQLs**
- **Form submissions** from targeted content

Content Performance:

- **Time on page, CTR, and bounce rate** improvements

Benchmarked via tools (Google Analytics, HubSpot, SEMrush)
Refer to Appendix B & C for detailed metrics baseline

EXPECTED OUTCOMES



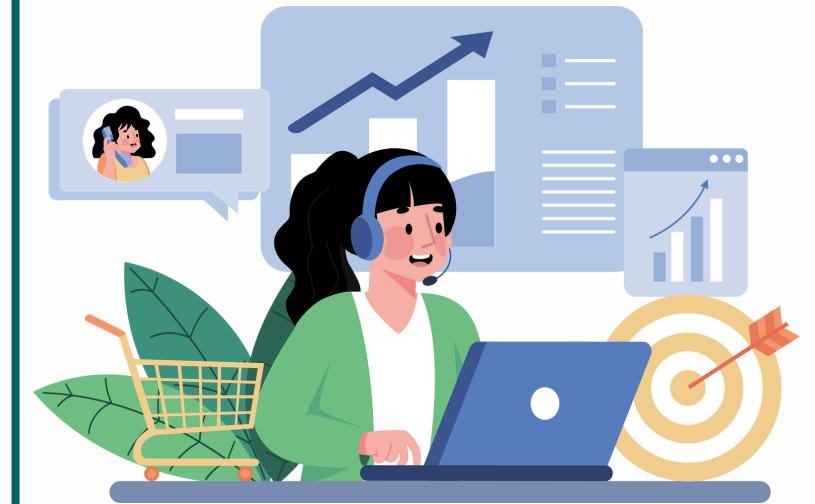
Modernized Perception:
Position Unisys as a secure innovator in AI and cloud.



Greater Visibility:
Mid-market CIOs will find and trust Unisys more.



Higher Lead Quality:
Content aligned with the buyer journey increases MQLs.



Shorter Sales Cycles:
Self-guided maturity tools and webinars nurture faster decisions.



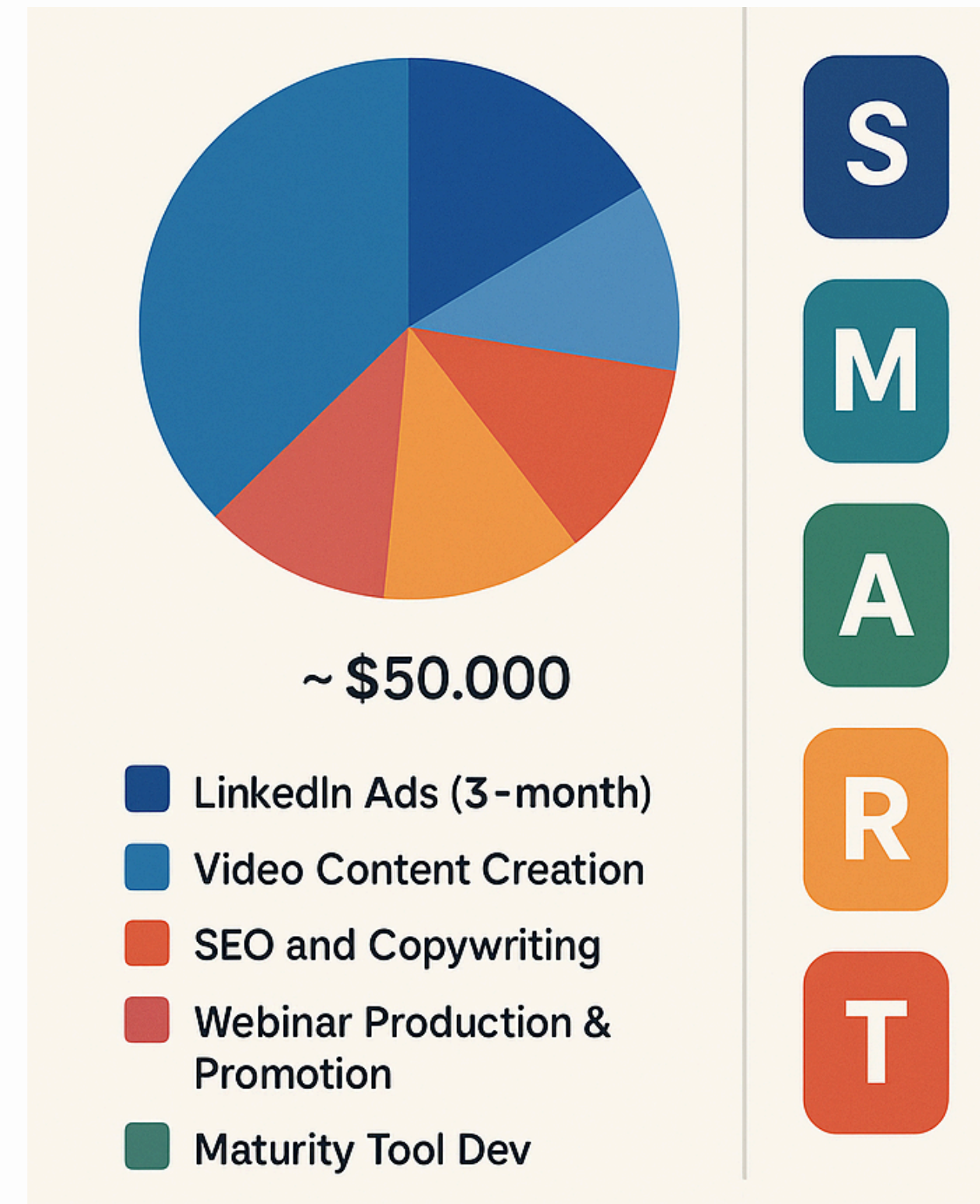
BUDGET OVERVIEW & SMART GOALS

Estimated Costs:

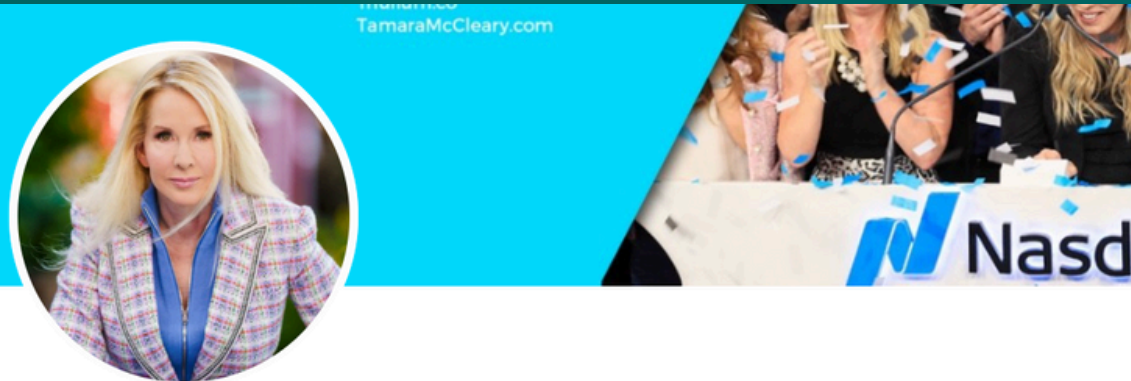
- LinkedIn Ads (3-month): **\$18,000**
- Video Content Creation: **\$12,000**
- SEO and Copywriting: **\$8,000**
- Webinar Production & Promotion: **\$5,000**
- Maturity Tool Dev: **\$7,000**
- Total: **~\$50,000**

SMART Goals:

- Increase mid-market leads by **15% in 90 days**
- Reach **1,500+ LinkedIn ad clicks/month**
- Publish **3 success stories in 3 months**



STRATEGIC PARTNERSHIPS & INFLUENCER IDEAS



Tamara McCleary ✓ She/Her · 3rd

Academic research focus: science, technology, purpose. CEO Thulium, Advisor and Crew Mem Off-World Projects. Host of @SAP podcast Tec Together Customer Conversations.



Daniel Newman ✓ · 3rd

CEO at The Futurum Group. Chief Analyst at Futurum Research. Co-Host of The Six Five Podcast and The Six Five Summit. Co-founder of Signal65.



Evan (Industry Expert / TV Host / Podcaster)

Kirstel ✓

Tech Influencer · 3rd

Create Publish Amplify TechInfluencer, Analyst, Content Creator w/600K Social Media followers, Deep Expertise in Enterprise Cloud 5G AI Telecom CX Cyber DigitalHealth. TwitterX @evankirstel

Partners:

- **IDC, ISG, and Everest Group:** Analyst coverage for Unisys offerings
- **Cloud Security Alliance (CSA):** Co-hosted webinars to build trust
- Mid-market industry associations (e.g., MHTA, TechServe Alliance)

Influencers:

- Evan Kirstel (B2B Tech Thought Leader)
- Tamara McCleary (CEO, Thulium)
- Daniel Newman (Futurum Research)

FINAL RECOMMENDATION & NEXT STEPS

Recommendation: Execute the three-pillar strategy to reposition Unisys as a secure, innovative partner for mid-market digital leaders.

Next Steps:

- Secure **\$50K** activation budget
- Approve **content** and **ad pilots**
- Launch **MVP webinar + maturity tool**
- Assess **results, refine** and **scale**

Closing Thought: Unisys has the tech — now let's make the market believe it.



APPENDIX SUMMARY

- **Appendix A – Brand Perception (Google Trends):** Comparison of Unisys vs. EPAM on search interest over the past 90 days.
- **Appendix B – Website Metrics & SEO:** Website traffic, ranking, and performance data from SimilarWeb.
- **Appendix C – LinkedIn Engagement:** Follower counts and post engagement metrics for Unisys and EPAM.
- **Appendix D – Budget Estimates:** Estimated costs for LinkedIn ads, video production, and content strategy.
- **Appendix E – Influencer & Partnership Research:** List of potential collaborators and organizations aligned with Unisys' mid-market goals.

All screenshots, citations, and links are documented in the “[Unisys Capstone Appendix PDF](#).”

[Unisys Deliverable Source Materials](#)

