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ProSidian Consulting, a Charlotte based business and technology management consulting firm with a reputation for its strong national practice, announced today the launch of its next-generation website, <http://www.ProSidian.com/>

For more information and media contacts visit: <http://www.ProSidian.com/>

PROSIDIAN CONSULTING HAS SECURED THE WWW.PROSIDIAN.COM URL AS PART OF BRANDING STRATEGY

ProSidian Consulting is a process-driven company. We strongly believe in smart and informed strategies that, when executed, will produce positive, measurable results. In line with studies from organizations such as Gallup, regarding brand relationships, and following a recommendation from our advisory board, ProSidian has made an investment in its next-generation website, <http://www.ProSidian.com/> to increase the power and performance of the ProSidian Consulting brand. The objective was to capitalize on opportunities to collaborate and sustain vital emotional connections with the firm's target constituencies.

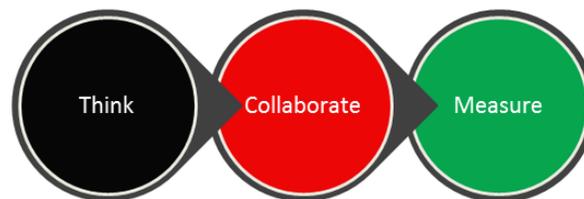
This announcement follows the September 6, 2011 announcement that ProSidian Consulting has received full registration and final trademark approval from The United States Patent and Trademark Office (USPTO). Further information can be accessed by the Trademark Electronic Search System, TESS and featured in the *Trademark Official Gazette* (TMOG) associated with Serial Number 85241807 for IC 035, IC 036, and IC 042.



Studies show that most advisory service firms still are not emotionally connecting with its consumers. In an effort to address ProSidian Consulting's connectivity in the markets served and to build an enduring brand relationship, ProSidian consulting has secured the URL www.ProSidian.com, in addition to the already existing www.ProSidianConsulting.com.

"Our strategy revolves around a three-phased approach that allows the flexibility to assess the full potential of the firms brand and vision to be a top tier advisory services firm," said Adrian Woolcock (Managing Principal) of ProSidian Consulting, LLC. *"Furthermore, ProSidian continues to maintain responsiveness to our clients, ensures provision of excellence with high levels of service, and upholds values and ethical standards in all activities while giving back to the communities in which our consultants and clients work and live".*

In securing the next-generation website, <http://www.ProSidian.com/>, the firm seeks to increase the overall impact of its organization's brand programs and return on ProSidian's marketing investment. More specifically, Management of the firm has set in place a plan our that revolves around a three-phased approach that allows for the flexibility to assess the firm's Brand at multiple, pre-defined points over the lifespan of the project.



THINK - COLLABORATE - MEASURE

Although these are individual phases, they are in no way separate. Each phase informs the next, allowing for a fluid process that revolves around a core strategy. Implications for employees in the boardroom -- and on the front line are references to a strong national practice spanning six solution areas including Risk Management, Energy & Sustainability, Compliance, Business Process, IT Effectiveness, and HR Talent Management.

We maintain high-quality standards, are cost competitive, and place a premium on client service. In addition, we bring a deep understanding of strategic business operations. Our senior brand consultants give clients actionable insights with clear indications for engagements to maximize business-building performance. Our consultants afford you an extraordinary depth and range of expertise that includes business-to-business and business-to-consumer engagements through a **“Structured Approach To Strategic Solutions”**.

OUR VALUE TO CLIENTS: WE INCREASE THE POWER & PERFORMANCE OF STRATEGIC INITIATIVES.

www.ProSidian.com
www.ProSidianConsulting.com



ABOUT PROSIDIAN CONSULTING

Risk Management | Energy & Sustainability | Compliance | Business Process | IT Effectiveness | Talent Management

ProSidian Consulting, LLC is an integrated consulting services firm focusing on providing value to clients through tailored solutions based on industry leading practices. ProSidian provides strategically diversified business and technical services focused Risk Management, Energy & Sustainability, Compliance, Business Process, Program/Project Management, HR Talent Management and IT Effectiveness (Information Technology/Staff Augmentation). Linking strategy to execution, ProSidian assists client leaders in maximizing company return on investment capital through design and execution of operations core to delivering value to customers. Our Services are deployed across the enterprise, target drivers of economic profit (growth, margin and efficiency), and are aligned at the intersections of assets, processes, policies and people delivering value.

Learn more about ProSidian Consulting at <http://www.ProSidian.com> |
See a ProSidian Video at <http://www.youtube.com/prosidianconsulting>

We're now On Twitter @ProSidian