



Sify Internal Communication Campaign



The Sify Code for Success

Sify, a Fortune 500 company with more than ₹ 33,404 million in revenues for the financial year 2022-23, Sify has nearly 2,655 employees across multiple countries. It is also a highly data-driven and result-oriented organisation. With Sify's many different businesses, customer evaluations of Sify's workforce (covering honesty, timelines of delivery, professionalism, fairness, and clarity in execution) were found to be key drivers of both the intent to do business with Sify and the actual signing of the contract.

Therefore, defining the people-customer profitability, had to start with a refresh in Sify's Values that drives employee behaviours key to customer satisfaction which in turn drove both revenues and total shareholders values.



The Sify Values Refresh

We set on a mission to align workforce success with behaviours expected out of them. We relooked at the existing Sify Values and gave them a new tweak to resonate with the employees and at the same time make Sify aspirational for the Gen Z.

Put customers' needs first.

Commitment to the organization.

Continuous learning.

Think Different.

Be personally invested.

Create value together with partners.

Demonstrate agile leadership.

The Sify Code for Success.

SIFY



The Rising Sify – the new way of linking people to customer success

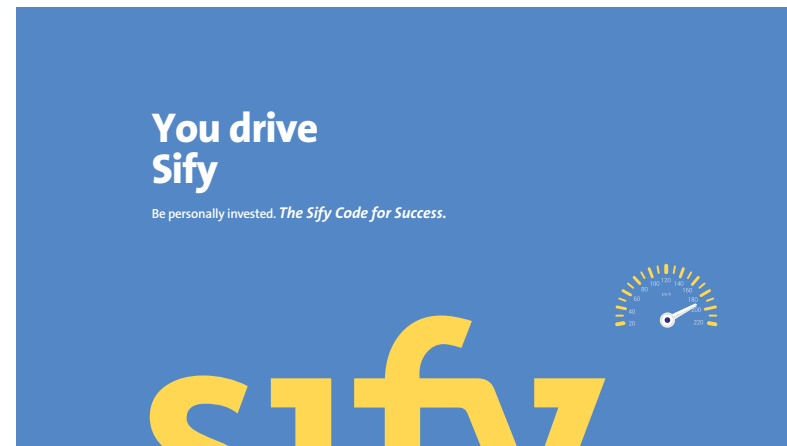
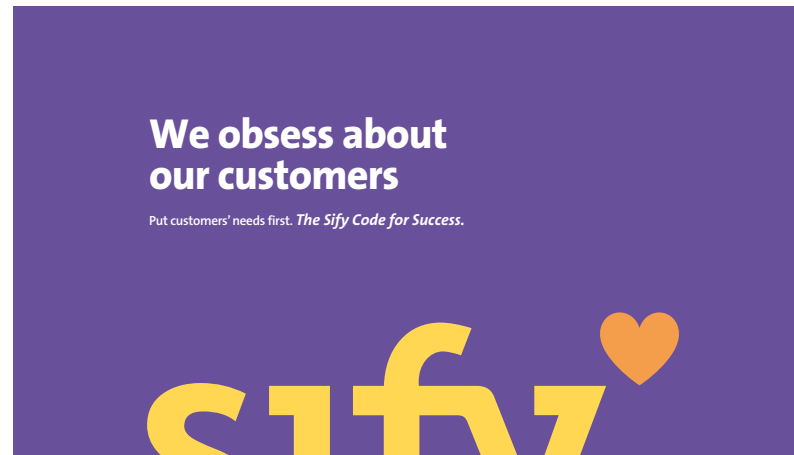
Sify sought to cultivate an atmosphere of excitement and foster a sense of pride among its employees, positioning itself as the premier Digital Infrastructure Organization in India. To achieve this, we devised a creative solution: designing graphics to adorn the common areas of the office. Our central concept was to playfully reinterpret the Sify logo with stress on the little pixel over the y, since it represents Sify's Digital nature. We took it and infused it with elements that resonated with the traits valued in Sify employees.

Drawing inspiration from the logo's square shape, we transformed it into symbolic representations of the qualities essential to being a Sifyite: a bulb for innovation, a rocket for inspiration, a Superman symbol of high performance, a brain for problem-solving prowess and a speedometer for agility. By incorporating these motifs, we aimed to imbue the workspace with a sense of energy and purpose.

To further captivate the viewer, we strategically utilized only half of the logo, creating the illusion of emergence from the surface it adorned. This visual technique not only communicated Sify's ascendance but also ensured continued engagement and excitement among employees encountering the graphics throughout their daily routines.

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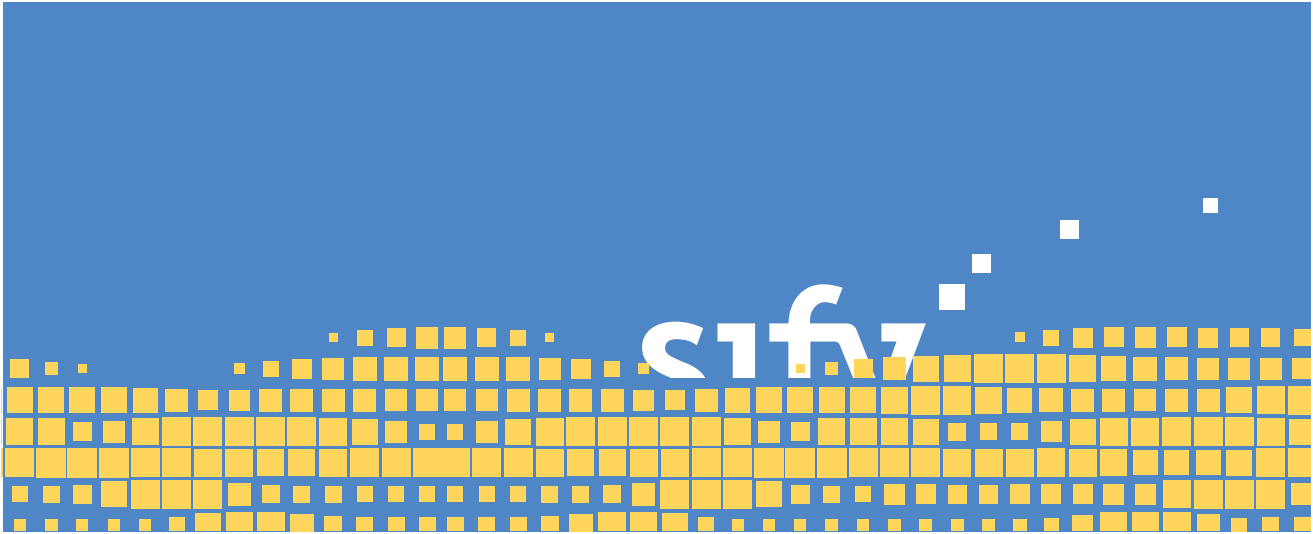


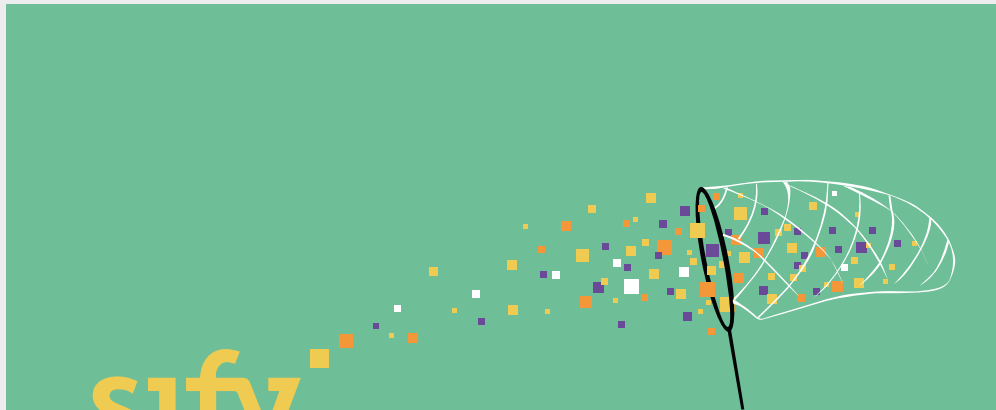
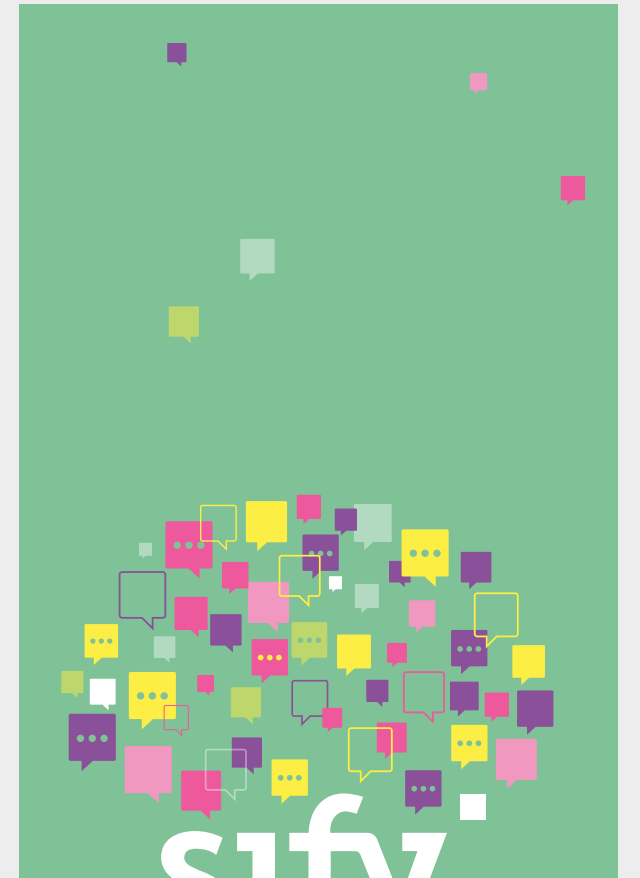
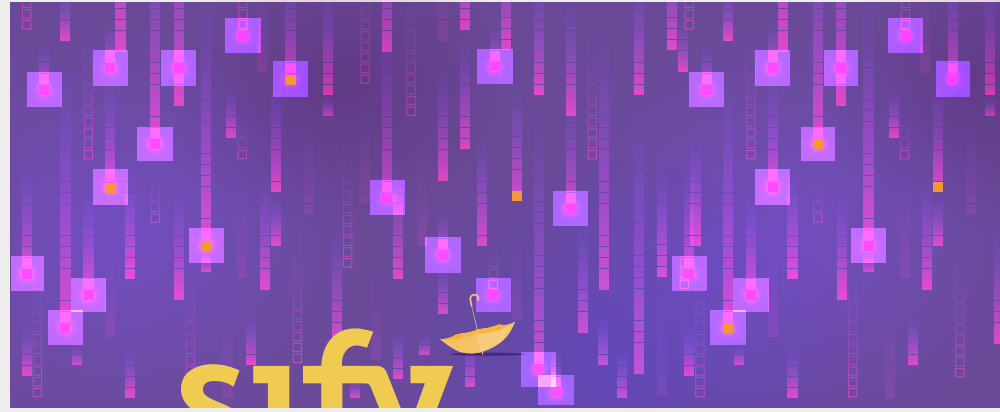
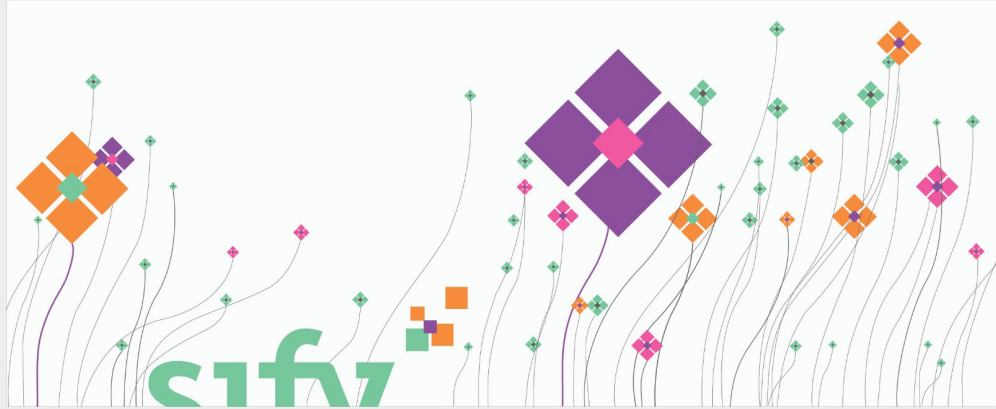


While Sify has pioneered the country's digital infrastructure back bone, it isn't just a page in history. Sify is a dynamic, young, and playful brand and the logo lent itself to being utilised to communicate this part of its DNA.



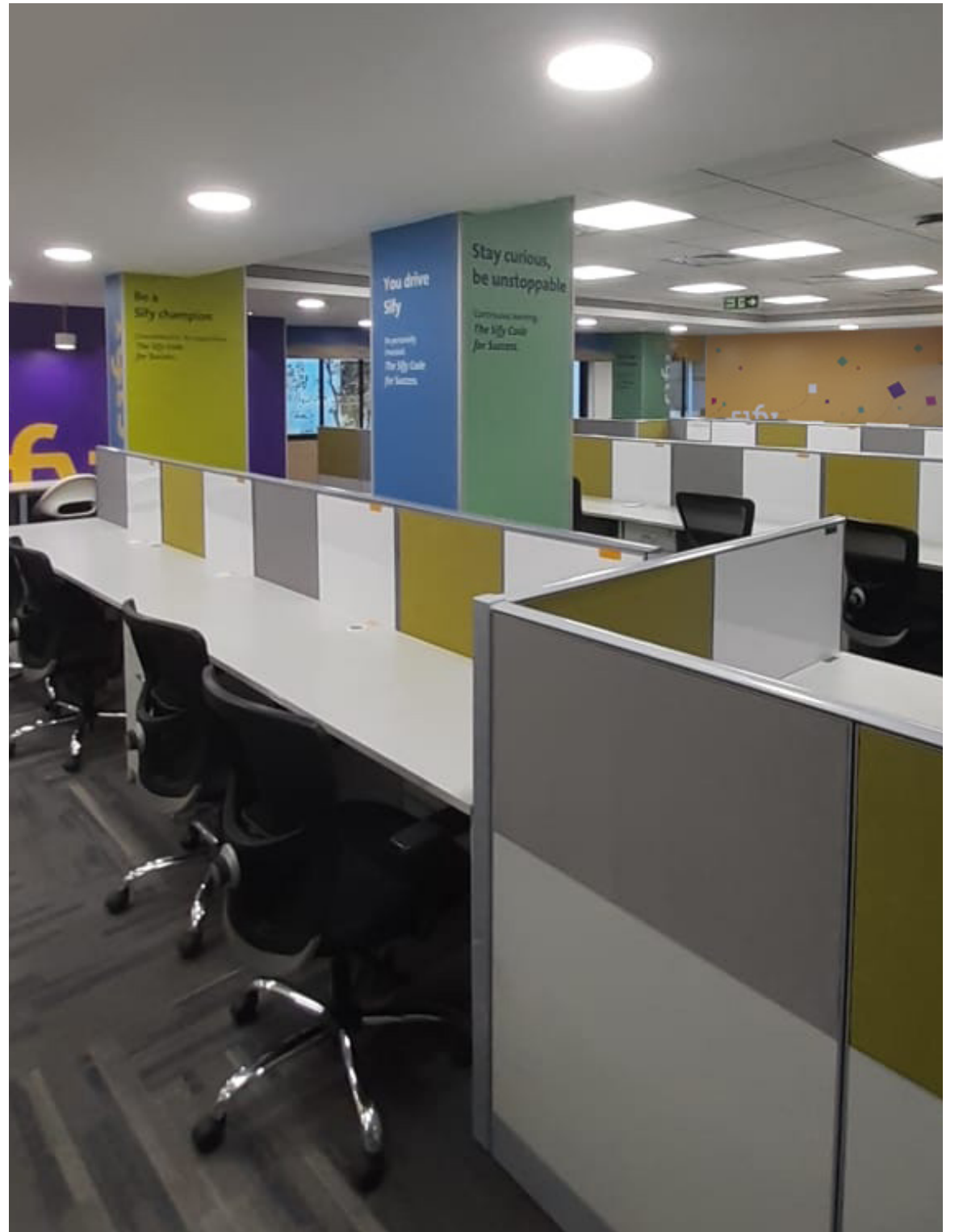
We are passionate about data and we decided to express it in a fun way.





The past gives way to the present and the future.
Or before and after the internal transformation.





gauge

The People
Engagement
Agency

A quick dipstick among Sifyites revealed that our expression had hit the right notes. 70% of the respondents said that they loved this vibrant, energetic, and playful expression. And that they were happy to identify with it.