



CV Partner

Rebranding using CV Partner.

Rebranding has never
been easier ♦

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CV Partner is a proposal automation solution that helps manage your CV Resumes and Case Studies to **save time, win more bids and get better results.**

CV Partner is continuously improved with new features and APIs. Make sure you follow our [updates](#), and feel free to sign up for our [newsletter](#).



Introduction

CV Partner is a best-of-breed proposal automation solution that enables your organisation to work in a new and better way when tailoring CV Resumes and Case Studies for public tenders, bids and proposals.

CV Partner is used by leading global companies within the business consulting, IT consulting, engineering and construction industries. Enterprise professional services firms often struggle to combine local market requirements with global and strategic goals. With CV Partner, global companies can get both local adaptation and flexibility, and use the brand and designs needed to reflect your companies values as well as adapt to local bid and proposal guidelines.

Key Findings

- ◆ **CVs and Case Studies often forgotten in a rebranding**
Rebranding team tend to focus on website, social media and marketing material when planning the rebranding. CVs and Case Studies often forgotten in the process.
- ◆ **CVs and Case Studies can be locked in legacy format**
If CVs and Case Studies are kept as actual word, pdf or PowerPoint files, the brand name, company address, URLs and more are often hard coded in the header and footer of the files themselves. Manually changing each CV and Case Study is very time consuming. CV Partner separates the data (content) of your CVs and Case Studies which makes this transition a lot easier.
- ◆ **Configuration of CV Partner**
CV Partner can be configured to support both current, and new formats and designs. The template(s) can coexist prior to the rebranding date and default template can easily be changed. Content in the account can also be bulk-edited to ensure that content use the correct name, address and more. Also, user emails and SSO configuration need to be setup same day as the IT in the organization rolls out the new credentials.



Recommendations

- ◆ **Bid and Sales are Key Stakeholders**
Include your Bid/Sales Teams in the rebranding and keep them notified about the process.
- ◆ **Talk to your CV Partner Customer Success contact**
When a rebrand is imminent, let your Customer Success contact know and we will make sure we are ready to support you.
- ◆ **Import data on legacy format, export in the new brand**
If you are not using CV Partner and planning a rebrand, then CV Partner can import the CV Resumes and Case Studies in the old/legacy format into a CV Partner account, and the data can afterwards be exported in the new design, format, and brand with the click of a button. This alone could save hundreds of hours of needless copy pasting and formatting.



Background

Global companies could benefit from a more effective way of managing CV Resumes and Case Studies, as the data is often managed in static Word/PPT files in shared drives, which again makes rebranding or keeping multiple brands challenging.

If CV Resumes are kept as files in a file base or shared drive, they tend to be locked to a specific format and design. Unless the information is already in a structured system, there is usually no straightforward way to bulk edit CV Resumes and Case Studies to reflect a rebrand effectively. CV Partner introduces a new way of managing CV Resumes that separates the content with the designs/templates. This allows for an effective and stress-free rebranding process.





Priorities

Prioritization when rebranding your CV Partner account, usernames, Single Sign On (SSO), content and designs:



User credentials and SSO

If a new brand name is introduced, all users and SSO needs to be setup accordingly



CV Resume and Case Study Templates

The template(s) in the account needs to reflect the new brand, fonts, colours and more



Bulk-edit content in CV Partner

CV Partner can export data in bulk, change content and re-upload in the account

Let's go ahead and break those down, one by one.

Priority 1

User Credentials and SSO

If the rebrand also includes a new name, then the users' emails, SSO setup and subdomain in CV Partner also needs updating.

Typically, everyone can access (via Single Sign-On) your_company.cvpartner.com. In the transitional period, you can have both new and old company name as subdomain, ensuring that all users get redirected to the same login.

There is no need to manually changing hundreds or thousands of users' emails. The CV Partner Customer Success Team can help you bulk-edit the users and import them at the time of your choosing.



Priority 2

CV Resume and Case Study templates

CV Partner export templates can be customized to your needs, and you can have multiple templates ready-to-go.

CV Partner can be introduced early in the rebranding process, to ensure that the CV Resume and Case Study templates are ready to use when the rebranding happens. In a rebranding most companies also want to change their CV Resume- and Case Study-templates.

Learn more about the process of creating templates in these blog posts on www.cvpartner.com/blog

[Introduction to CV Partner templates](#)

[Designing a CV Resume and Case Study](#)

[Requesting edits to your CV Partner templates](#)

Priority 3

Bulk-edit or update content in CV Partner

Data in CV Partner can be exported, bulk-edited and then imported again by your customer success manager.

The content in your CV Partner account can be exported in a structured format and manually adjusted. This data can then be imported again. Depending on the type of bulk-edit or the size of your company, the Customer Success Team will guide you to a good solution.

The most common edit is to change user names, emails, department names, help texts and emails to reflect the new brand.



Next Steps

Contact sales@cvpartner.com to schedule an appointment to discuss your configuration needs together with our Sales team and our experienced Customer Success team.





Thank you for your time!

Visit cvpartner.com
to learn more.

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wherever you are.

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For any other questions, or if you'd just like a
nice chat – don't hesitate to write to:
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