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Forte Announces Rebrand and New Website Launch

A new logo and redesigned website carries the company into the future and showcases its mission.

Madison, WI: Forte, an industry-leading developer of clinical research solutions, announced the launch of its new brand identity and redesigned website, ForteResearch.com. The new corporate brand and website represent Forte's vision for the future as a solutions company dedicated to helping customers unleash their full research potential by realizing their research goals and dreams.

Since its founding over 17 years ago, Forte has evolved from offering a single software product into a solutions company that helps customers experience breakthrough efficiencies with innovative software and world-class services that accelerates time to value and lowers total cost of ownership. The company's objectives for the rebrand and website redesign was to clearly communicate this new identity and launch a refreshed look and feel to the Forte brand. "On our continued mission to help our customers attain their highest level of research potential, we started providing a lot more than software. That's the reason we are rebranding as Forte, one organization that can help you unleash your research potential," said Shree Kalluri, Founder, President, CEO & Chief Customer Officer at Forte.

The [revamped website](#) offers intuitive access to information on software and services, customer community, educational resources and company culture. As part of Forte's steadfast commitment to providing education for the community, the website boasts a robust resources section, including articles, eBooks, webinars and infographics, among other content.

[Watch this video](#) to learn more about Forte's mission and the process to develop their new look.

About Forte

Forte provides key solutions for cancer centers, academic medical centers and health systems to unleash their research potential through software, consulting, services and managed infrastructure.

With a strong belief in community, collaboration and standards-based development, Forte also facilitates the Onsemble Community, a customer-exclusive group for peer networking, best

practices and support. Twice a year at the Onsemble Conference, clinical research professionals meet in person and discuss the latest challenges and solutions in clinical research.

Forte provides all research professionals complimentary blog articles, eBooks, webinars and more to support continuous learning on industry topics.

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