

# Webcentral Group transitions to single brand – Webcentral

ASX Announcement  
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## Webcentral Group, Netregistry and WME have been transitioned into a single brand as the company moves to a more simplified model of service delivery.

Digital services company Webcentral Group (ASX:WCG) has rebranded and amalgamated its current brands Netregistry and WME into a single brand, Webcentral, in a move designed to both improve and simplify the customer experience.

The rebranding comes as a key milestone in the ongoing business and digital transformation program, which has so far included growing the Australian-based customer care team, enhancing the self-service console to be more intuitive and easier to navigate, and a dedicated customer response system to deliver market leading service and support.

*"Customers can now take advantage of an extended suite of digital services designed to optimise business growth and performance,"* Webcentral Managing Director Joe Demase said.

*"At Webcentral, our commitment to customers is to ensure that an online journey to business success has never been so easy."*

The brand move is a key enabler for the strategic transformation of the business, which is set to simplify the digital solutions and systems for customers, reduce duplication of effort and resource, and allow Webcentral to directly focus on the customer experience through a unified service delivery capability.

*"Our modernised service delivery platforms will leverage much of the leading technology capability from 5G Networks, who is supporting the ongoing technology and system program for Webcentral,"* Mr Demase said.

*"For customers this means faster service delivery, enterprise grade reliability and the ability to leverage ongoing innovation at a much faster rate."*

Webcentral was acquired by telecommunications company 5G Networks (ASX:5GN) late last year and now offers small and medium-sized businesses a level of data security and online service performance typically only available to large or government enterprises, through its 5G Networks partnership.

Earlier this year, Webcentral announced it was bucking the offshoring trend and bringing about 50 its infrastructure support centre jobs to Sydney, Melbourne and Brisbane, as it ramped up its managed service offering. Webcentral now has an Australia-based customer service team, available 24/7 to meet customer needs.

## About Webcentral

Webcentral is an Australian owned digital services company who empower more than 330,000 customers to grow and thrive in the online world. Our portfolio of digital services is extensive, with market leading offers across domain management, website development and hosting, office and productivity applications and online marketing.

Our customer focussed heritage has been built on expertise, innovation and personalised service; critical attributes delivered through our culture and embraced by our people. This is demonstrated through more than 25 years of online industry leadership across Australia's digital foundation brands such as Melbourne IT, Netregistry and WME.

The Webcentral mission is dedicated to leading online success for our customers. We achieve this by building trusted and valued client relationships which convert successful business outcomes at each milestone across the customers' digital journey.

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