

### For further information

Hilary King  
Global PR Manager  
Dimension Data plc  
T: +27 (0) 82 414 9623  
E: hilary.king@dimensiondata.com

## GLOBALLY CONSISTENT CLIENT EXPERIENCE IMPORTANT TO DIMENSION DATA'S NEW BRAND REFRESH

*Reflects a consistently high level of service across the world*

**Johannesburg, South Africa, 10 May 2011** – Dimension Data, the \$4.7 billion global IT services and solutions provider today unveiled its refreshed brand identity, and at the same time announced that its Asian subsidiary, Datacraft, has been rebranded to Dimension Data.

The company's decision to refresh its corporate identity is in line with its business strategy to provide more services-centric solutions consistently across multiple technologies and geographies. The Group is currently expanding its service delivery infrastructure and capabilities to create a more consistent and seamless client experience.

Dimension Data CEO, Brett Dawson said, "Our evolution to provide more service centric solutions presented us with the opportunity to refresh the brand to ensure it supports our business strategy and positions us for the future."

"This is more than a simple colour change. Our brand has stood the test of time over the past 28 years and helped us to grow into the highly successful, global business we are today. Rather than radically change the logo, we have updated it and the other visual expressions of the brand to better align to our business journey and be more relevant and credible in today's marketplace," he explained and pointed out that the refresh initiative is not linked to the fact that NTT acquired the company in October last year.

With Datacraft transitioning its brand to Dimension Data at the same time, Dimension Data now has a consistent brand for its Systems Integration business across all 49 countries on five continents around the world.

"We have listened to what our clients told us. Our refreshed brand symbolises and commitment of our employees to our clients and the collective energy of the Group. Our

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technical expertise, quality of work, friendliness and professionalism are cited by our clients in our client surveys as outstanding and stand out as differentiators in the marketplace. This is why we continue to invest in our people through developing technical skills and capability to drive consistent, high quality execution for our clients,” said Dawson.

Dimension Data will launch its refreshed brand using digital channels via social media on a ‘follow-the-sun’ basis. From this morning, starting in New Zealand, social media teams began uploading footage and photos of the events and activities leading up to the launch and launch events across the globe to create a 24-hour stream of information. To read the latest news and information and join in the conversation, follow us on [Twitter](#) and [Facebook](#).

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### **About Dimension Data**

Founded in 1983, Dimension Data plc is an ICT services and solutions provider that uses its technology expertise, global service delivery capability, and entrepreneurial spirit to accelerate the business ambitions of its clients. Dimension Data is a member of the NTT Group. [www.dimensiondata.com](http://www.dimensiondata.com)