

## Media Release

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## **DATA-CRAFT CHANGES ITS BRAND TO DIMENSION DATA**

*Asia's leading IT services and solutions provider reinforces its global presence  
and combined expertise under a single brand as parent company*

**Singapore, 10 May 2011** – Datacraft, the region's leading IT solutions and services provider, today announced that its new brand is Dimension Data. The change in the brand demonstrates the improvements the company is making to ensure global consistency in its business operations. Dimension Data systems integration business now operates under one brand across 49 countries, simplifying support for its clients and accelerating its ability to serve businesses in a more consistent way.

Datacraft has been a subsidiary of Dimension Data since 1997 and has been working closely as a group to leverage international business opportunities. In 2008, Datacraft became a wholly owned subsidiary of Dimension Data when Dimension Data acquired the remaining 44.9% of the company and delisted Datacraft from the Singapore Stock Exchange. Since then, plans were underway to integrate the company under a single brand.

“The rebranding exercise is an excellent opportunity to reinforce the message to the market that we are a truly global company. We see more business opportunities as our clients can better leverage our global pool of resources, expertise and client references, in addition to consistent service delivery globally and regionally,” said Bill Padfield, CEO, Dimension Data Asia Pacific.

“However, we must continue to put in more effort and resources to strengthen the Dimension Data brand in Asia Pacific through building lasting relationships with our clients, professionalism, innovative solutions and excellent service delivery,” Padfield added.

Other than the brand change, the company will continue to be responsible for the Asia Pacific markets (excluding Australia) and the current organisational structure and management team remain unchanged.

Datacraft's subsidiaries, Training Partners and Security-Assessment.com, will not be re-branded as Dimension Data. Integral Axon in New Zealand, which was acquired in 2010, has been rebranded as Dimension Data as of today.

Dimension Data Asia Pacific will continue to develop innovative and relevant solutions and services for its clients and the market. Its commitment can be seen in the recent launches of onecloud services in India and

the success of its one.govt services in New Zealand – both provide unique service offerings to address specific requirements from its clients.

“However, the key difference that re-branding brings is our enhanced ability to help our clients accelerate their business goals. As we become more integrated as a global organisation, our ability to tap into global resources and best practices placed us in a stronger position to be trusted advisors to our clients,” added Padfield.

Datacraft’s rebranding exercise is a part of the Dimension Data global brand campaign. The Group unveiled its refreshed brand identity and logo today. The Group’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.

As part of the rebranding campaign, Dimension Data will be launching its TV commercial on CNBC Asia and BBC World, supported by web banner advertisements on BBC.com. In Singapore, the company is hosting a "5K Green Race" on 13 May 2011 for its clients and partners, to mark the official rebranding of the company and raise charity funds through this event.

The Group will roll out its brand refresh in the digital domain via social media, along with events, mobile campaigns and online charity drives. The 24-hour “follow-the-sun” launch across the globe kicked off in New Zealand this morning, and will be tracked via social media sites through Asia, Australia, the Middle East & Africa, Europe, and the Americas. To read the latest news and information and join in the conversation, follow us on [Twitter](#) and [Facebook](#).

For more information about Dimension Data’s brand refresh, please refer the Group press release “**Globally consistent client experience important to Dimension Data’s new brand refresh**” as attached.

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**About Dimension Data Asia Pacific (formerly known as Datacraft Asia)**

Dimension Data Asia Pacific, a wholly owned subsidiary of [Dimension Data](#) plc, operates in over 60 offices across 13 Asia Pacific countries. Dimension Data helps clients plan, build, support, manage, improve and innovate their ICT infrastructures. It combines an expertise in networking, security, data centre solutions, Microsoft solutions and converged communications & contact centre technologies, with advanced skills in consulting, integration, training and managed services to design ICT solutions to accelerate the business ambitions of its clients. Dimension Data is a member of the NTT Group. [www.dimensiondata.com](http://www.dimensiondata.com)