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MEDIA RELEASE

Total brand refresh unveiled for E-Bit Systems

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Following the merge in May 2012 of leading IT management consultancy E-Bit Systems with respected technology services provider Cornerstone IT Solutions, the newly enlarged company has unveiled a stylish new corporate identity and messaging under the unified banner of E-Bit Systems Pty Ltd.

E-Bit Systems engaged the services of Sydney marketing and PR agency, Manning & Co, to overhaul its brand identity and marketing collateral. Following a series of workshops and stakeholder surveys, Manning & Co developed a bold and contemporary logo and branding, with all messaging designed to convey E-Bit Systems' value proposition of delivering sustainable business transformation through technology that supports client objectives.

The new-look logo and branding has been applied to all corporate stationery and to the company's new website, a core component of the brand refresh. The website carries detailed information E-Bit System's services, as well insightful blog posts written to make technology more accessible. Supporting the new website is a growing social media presence, giving users access to timely comments, retweets and forum debates on technology news.

The merge between E-Bit Systems and Cornerstone IT Solutions has given the company's combined customer base access to an expanded range of services that target small and medium businesses. These include a full suite of strategic business IT and CIO solutions including IT strategy, private cloud offering, business management solutions such as ERP and CRM, and process optimisation. Along with holistic IT management services for networks, servers, PCs, applications, unified communications, backup solutions, disaster recovery and helpdesk services. **-ENDS**

ABOUT E-BIT SYSTEMS

Founded in 2000, E-Bit Systems delivers on its core promise of providing holistic IT solutions that uphold business strategy, maximising return on investment for clients. Managing Director Atul Thapar offers 25 years' experience in business and IT, including CIO tenureships at blue - chip organisations. Other key individuals on board the E - Bit Systems managerial team bring with them expertise in fields including business consulting, project management, tax accounting and systems engineering. The company's clients represent a diverse industry base including wholesale & distribution, manufacturing, education, medical, legal, facilities & asset management and not - for - profit organisations across Australia.

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