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MEDIA RELEASE

Merger of Red Square with webqem consolidates a solid IT offering for corporates and web marketers

For immediate release:

Sydney web solutions company Red Square Productions will merge with webqem today.

Red Square director Tony Redhead made the approach to combine forces and the merger was swiftly finalised within a month of its proposal. Existing clients and the staff of both businesses have welcomed the development which will see Red Square staff move to the offices of webqem in Neutral Bay.

Operating in the same marketplace since 1999, both companies are long standing Adobe partners and share similar development platforms. The combined team will comprise over 30 staff.

“Our aims for the merger were that our clients would have access to a larger range of services and more resources to develop their online properties and that our staff would have the opportunity to continue the great work they have done in the past while being exposed to new technologies. It became evident during discussions with webqem that the more we talked, that all the boxes were ticked easily, which allowed us to move quickly to make the merge a reality,” said Redhead.

As well as the combined client base being a good mix for both parties, the technology frameworks already in place were ideal.

“The underlying technology we both use is similar and gave a solid foundation for the merge. We have both been Adobe Partners since the Macromedia days,” said Redhead.

According to Adler, “the interesting thing is we have been competing in the space and sharing the same philosophies for a long time. We both use the same development tools and share the same philosophies about providing engaging user experiences for our clients.”

Understanding the needs of Red Square’s major clients and continuing to service their needs beyond the transition was crucial to Redhead, with webqem ideally placed to enhance the service mix and company culture already expected.

“Red Square has been in business for over 13 years,” said Redhead. “Our client base is mature and we deal with large corporate clients like the oneworld Alliance, Panasonic Australia and Youth Hostels of Australia. It was important to find a partner our clients could sit down with who understands return on investment, people who can work with big budgets and know the ramifications of deadlines,” he said.

Adler says the slightly different focus of webqem will widen future opportunities for corporate and smaller web marketers alike.

“There’s a broader set of skills available from the merger, like e-learning and education, which are our growth areas. Tony and his team focused on branding and applications, or the technical side. webqem offers Adobe software, Adobe certified training and support. We’re also a major e-learning partner in Australia and Asia. We’re looking forward to bringing all this to the new client base,” said Adler

Panasonic Australia is a key client of Red Square’s that is looking ahead to advantages likely to stem from the merge.

“The long-standing and fruitful relationship we have had with Red Square is now being enhanced by the merger with webqem,” said Geoff Crook, website development executive, Panasonic Australia.

“We are looking forward to working closely with the new resources at our disposal and developing even better digital capabilities for our customers and staff. We consider ourselves fortunate in that we don’t have to change to a totally new agency, as Red Square would have been hard to match. With the merger, we get to keep the relationships with designers and developers we trust but we also get to use the considerable additional capabilities of webqem.”

For Youth Hostels of Australia (YHA), the change is likely to bring even more welcome growth opportunities for the company’s increasing dependence on internet-generated business.

“YHA is excited about the extended scope and new possibilities of working with a larger company on our website needs for the future,” said CEO Rolf Duels.

Tony Redhead’s role post-merger takes him even deeper into his forte of working with “emerging technologies”.

Tony said. “I get the opportunity to concentrate on developing technologies that I had wanted to do but hadn’t had time. I feel my strength lies in finding new technology and investigate how it can best be applied to clients’ requirements. I will still work on creative direction but will also implement new programs for clients across the board, through what is now a bigger client base for me. More broadly, there are lots of expanded projects Red Square’s customers have wanted to tackle before, and they now can. They are all very excited about the merger.”

Adler summed up the advantages of the merger.

“The challenges in the market at the moment are to do more with less; to drive productivity and efficiency further using the best of new web technologies, while being more environmentally friendly. webqem has the right track record with our products and services to help big and small organisations achieve these goals, and now an expanded team to deliver even more across the board.”

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About Webqem

webqem was formed in 1999 to meet the demand for professional, highly skilled web solutions for Australian businesses. Servicing IT, HR and Marketing departments within leading corporations such as MLC, Allianz Australia and CommSec., webqem also develops comprehensive online marketing frameworks for small businesses. Adobe Solutions Partner status means webqem is one of the few highly qualified companies providing clients with software, training and solutions based on Adobe's leading-edge products, including ColdFusion, Contribute, Flash and Connect. Further information: www.webqem.com

About Red Square Productions

Red Square has been providing full-service Internet agency services to some of Australia's largest corporate brands and identities since 1995. Solutions include strategic consultation, innovative design, creative thinking, diverse programming, website hosting and content and management systems to industries and companies such as software developers, retailers, distributors, government organisations, financial institutions and multi-national corporations. Sites developed by Red Square incorporate content management and document management systems; information syndication; systems integration; financial transaction and reporting; management reporting; customer loyalty and relationship management; data-driven multimedia applications, dynamic image delivery and more.