

SMARTAPPS REBRANDING TO SEISMA GROUP

New Zealand Customer Announcement | 1 July 2024

Smartapps was acquired by Seisma Group in August 2021. We're now at the final stages of the integration process, and we're excited to announce that from 1 July, we will be transitioning to be known as 'Seisma Group'.

Why a name change?

As we grow and expand our capabilities as part of Seisma Group, we believe the Smartapps brand identity should reflect this evolution and the expertise we jointly bring to the table. We are entering an exciting phase with this final step of the integration, bringing many opportunities to our clients. By matching our services and solutions with Seisma Group's capabilities, we are better positioned than ever to deliver more transformative outcomes for you.

Who is Seisma Group?

Seisma Group is an independent technology service provider focused on Australia and New Zealand. With offices strategically located in Melbourne, Sydney, Wellington, Perth, and Auckland, we bring tailored solutions to clients across Australia and New Zealand.

Collaborating across diverse sectors, including banking and capital markets, energy, resources, healthcare, aged care, government, and the not-for-profit sector, we are now a team of over 700 consultants at the forefront of innovation.

What to expect?

This rebranding process touches all our visual elements, including a new name, a new logo, an updated website and updated visual assets. There will be no impact to your business as we finish rolling out this change.

While we are publicly trading as Seisma Group, Smartapps remains the holding company - there will be no impact on contractual arrangements, and all invoicing and banking details will remain unchanged.

You'll still be able to contact our team on the @smartapps.co.nz email addresses for some time.

Our promise to you

Our team will continue to deliver the same high-quality services and support you currently experience. We'd like to take the opportunity to thank you for trusting us with your Salesforce projects and services.

Questions or comments?

Should you have any questions or comments, please do not hesitate to reach out to your account manager or to one of our leaders:

- Paul Sheffield, Director | Salesforce, New Zealand (paul.sheffield@seismagroup.com)
- Monica Smith, Principal Consultant (monica.smith@seismagroup.com).

Please note our Smartapps email addresses will be active for a period of time as well.