Gloucestershire-based technology solutions business announces bold rebrand

Monday 1 August, 2022

First Solution has rebranded to Emerge Digital to reflect its pioneering, client-focused approach.

First Solution, an MSP 501 ranking managed IT service provider, today unveiled the rebranding of First Solution (and its innovation-focused sister company, First Digital) to Emerge Digital, introducing a new visual identity and website.

The new brand is a culmination of the last three years of business development and innovation. The rebranding consolidates both First Solution Group brands; First Solution and First Digital, better reflecting the organisation's pioneering approach to client relationships. Emerge Digital now offers a full suite of technological solutions including Outsourced IT Support, Cloud Services, Cyber Security, IT Infrastructure, and digital innovation/digital transformation services.

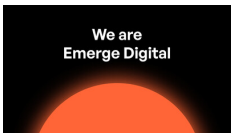
> Nigel Church, CEO of Emerge Digital commented: "It's been an emotional and incredible journey. Guided by our creative partner, we were able to create a dynamic visual identity that more accurately reflects our attitude towards technology and how it can support our client's business goals."

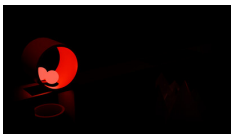
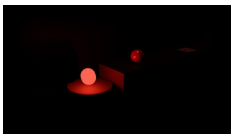
At the core of the rebrand is Emerge Digital's unique technology process – a carefully designed framework that takes clients on a technology journey, tailored to enable business growth. This framework is the main visual component in the rebranding and is an inspiration for the logo. The name highlights one of the company's missions – to help clients emerge as digitally-enabled businesses, powered by innovation.

> Tom Henson, Managing Director of Emerge Digital added: "The re-branding is a culmination of three years work developing the capabilities, culture and focus of the business so that we can provide our clients the services they will need today and going into the future. It's been an exciting journey and its going to be even more exciting to start to use the new brand to help communicate who we are as a business and how we can help our clients."
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> "The new brand really captures our focus on being a partner to our clients and the journey we guide customers through to ensure they have reliable and secure technology platforms that can be the foundation for driving efficiency and growth within our clients' businesses."
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> "For our team, the new brand is a foundation and platform that will support our continued innovation as we start this new chapter as Emerge Digital."

For more information on Emerge Digital, connect with us at emerge.digital or on LinkedIn.

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