Masergy Ramps Up Marketing and Introduces New Brand Identity and Website

Reflects the company's brand promise to help enterprises transform with certainty

DALLAS — October 23, 2019 — Masergy, the secure software-defined network and cloud platform company, today unveiled its new brand messaging, visual identity, website, and digital ad campaign.

Entering its 20th year in business, Masergy has been at the forefront of innovative network and cloud solutions for global enterprise clients.They want to be confident not only in their technology, but in the team that brings their technology vision to life and makes it soar. They want to Transform with Certainty - Masergy's new brand promise.

"From the beginning, Masergy has always been obsessed with delivering the industry's best experience for our clients both through our innovative technology and unique support model," said James Parker, CEO, Masergy. "This branding strategy and incremental investment in marketing reflects the success we've had, the growth we're experiencing, and the incredible market opportunity that stands before us."

In addition to the new messaging, visual identity, and website, Masergy is investing in digital marketing to drive demand for its partners. Masergy has a robust channel organization and by elevating brand awareness and consideration, the intention is to deliver qualified leads and resulting revenue from this investment.

"Masergy has such a unique and meaningful value proposition for global enterprises, and we are now amplifying that message in the market," said Becky Carr, CMO, Masergy. "We are the innovative pioneers of software-defined networking and today deliver high-performing SD-WAN solutions with security features, UCaaS, and CCaaS applications that truly help our clients transform with certainty."

About Masergy

Masergy is the secure software-defined network and cloud platform for the digital enterprise. Recognized as the pioneer in software-defined networking, Masergy enables unrivaled, secure application performance across the network and the cloud with Managed SD-WAN, UCaaS, CCaaS and Managed Security solutions. Industry leading SLAs coupled with an unparalleled customer experience enable global enterprises to achieve business outcomes with certainty. Learn more and follow us on our blog Transforming Enterprise IT, Twitter@Masergy, LinkedIn, and Facebook.

# # #

Masergy Contact:
Stephen Phillips
469-291-8258
stephen.phillips@masergy.com

Masergy Media Contact:
Calin Gunn
802-779-7040
calin@bluetext.com