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SUSTENA ANNOUNCES THE CREATION OF THE ALLBRIDGE BRAND

A Comprehensive Brand Development and Marketing Program Unites Three Distinct Companies

Sustena Group, a firm with deep expertise in B2B brand development and go-to-market execution, announced the launch of a new brand – Allbridge. Created by the merger of Bulk TV & Internet, DCI Design Communications and EthoStream, Allbridge is the culmination of a brand development and marketing initiative to communicate the value of unifying these distinct but complementary service providers. The newly established Allbridge will deliver One Connected Experience with all Data, Video and Voice technology for hospitality, healthcare, and higher education.

Sustena developed the Allbridge name and visual identity following extensive research with customers and experts within each market. Based on their findings, the name, logo and messaging were designed to embody one trusted partner who could own the entire network from design and procurement to installation and ongoing maintenance. Sustena additionally developed and coordinated the brand rollout including communication to employees and customers. Looking ahead, Sustena will deliver a new full website, case studies, and other materials to support sales and marketing at Allbridge in 2019.

"I'm thrilled to have Sustena onboard with us as we make this transition," said Dave O'Connell, CEO of Allbridge. "I was very impressed with the work they've done. Everything from their customer research to the new name, logo and materials was thoughtfully developed and well-orchestrated, providing us with a great brand that communicates the breadth of our combined offerings and value in meeting our clients' growing technology needs."

The newly merged entity has a collective portfolio of more than one million hotel, senior living and student housing rooms in thousands of properties nationally. The Allbridge brand will be synonymous with the companies' reputations for dependability, professionalism and exceptional customer support.

"We are honored to assist Allbridge at this pivotal turning point as they forge a new identity in the marketplace following the merger," explained Brenna Garratt, CEO at Sustena Group. "We are excited for the opportunities ahead, and look forward to continuing our partnership in the coming year," she added.

About Allbridge

Allbridge delivers one connected experience with all data, video and voice technologies for hospitality, healthcare and higher education organizations. Formerly Bulk TV & Internet, DCI Design Communications and EthoStream, Allbridge currently serves more than one million rooms nationally and positions properties for the future while strengthening the relationships they have with their customers. The company is headquartered in Raleigh, North Carolina with additional offices in Milwaukee, Wisconsin and Garden City, New York. For more information please visit www.allbridge.com.

About Sustena Group

Sustena Group is a brand development and go-to-market firm specializing in business services, healthcare and technology. By aligning these essential functions, Sustena provides clients the key to unlocking new levels of strategic growth. Sustena's exclusive B2B focus and multi-disciplinary methodology enables enterprises to capitalize on opportunities to achieve greater market potential. Working with dozens of private equity-backed businesses, Sustena helps companies get to market faster, drive revenue growth and have successful exits.

Sustena's clients include prominent national and global companies, and private equity firms. Sustena has delivered their holistic, highly focused B2B methodology approach to such well known organizations as Accenture, Capgemini, Cardinal Health, Exult, Fidelity, Genpact, Hewitt, Lazard, and Mercer and through partnerships with private equity firms including Accretive LLC, Altaris Capital, Baird Capital Partners, Carrick Capital Partners, GCI, GE Ventures, General Atlantic Partners, Health Enterprise Partners, LLR Partners, Marlin Equity, Pritzker Group and Warburg Pincus.

For more information, please visit [Sustena Group](#).

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