Highlights

- Australian Government Cyber team announces the .au domain critical to security for SME's

- Webcentral sells over 10.000 .au domains in first week

- Launches its DC to DC product 'Cloudport' with free services giveaways

Australia Cyber endorsement

The Australian Government has also announced that not only does registering your .au domain help with brand integrity, it also assists with cyber protection:

Domain name cyber protection (cyber.gov.au)

AUsome response to the launch of the .au domain

Webcentral has sold more than 10,000 new .au domain registrations since the launch of .au on 24 March 2022, a strong start to the launch of the new .au domain.

Webcentral and Melbourne IT manage over 330,000 domain registrations (.com.au or .net.au) that are eligible to secure the new .au domain, the shorter and more Australia domain prefix.

If you hold a .com.au or .net.au domain then you have first right to the .au, but only until September when it will then be open to anyone to register your .au.

Head of Digital Jay Salter said:

"We are excited by the success so far of the launch, much of the investment is in social and online and we have been testing radio and partnering with the St Kilda Football Club. auDA the governing body has also been contributing to expanding the message in the market.

The multi-channel marketing approach has enhanced overall brand awareness and has increased website cart activity."
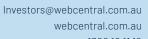
CloudPort product launch

CloudPort launched in March 2022, as a special offer the first 20 new wholesale partners, who register via our Wholesale Portal will receive a free CloudPort +EVC (DC to DC) for 12 months:

CloudPort Wholesale Cloud Hosting Service Providers (5gnetworks.com.au)

CloudPort serves as a universal access method for Wholesale's next-generation ethernet and transit services. CloudPort is easy to configure to connect DC to DC anywhere across Australia, or to any fibred building at speeds of 1Gbps to 100Gbps.

We have also announced the launch of its Dark Fibre product connecting over 50 Data Centres and 1500 buildings across the country at $750 per month with no distance limitation. This offer is attracting significant attention.

Webcentral

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About Webcentral

Webcentral is an Australian owned digital services company who empower more than 330,000 customers to grow and thrive in the online world. Our portfolio of digital services is extensive, with market leading offers across domain management, website development and hosting, office and productivity applications and online marketing.

Webcentral currently owns and operates its own Nationwide highspeed Data Network with points of presence in all major Australian capital cities. In addition, the Company offers managed cloud solutions through its Cloud and Data Centre capabilities as well as managed services to optimise customers' IT and network environments. Supporting this is the Company's combined rack capacity of over 1,000 racks through its owned and operated Data Centres across Melbourne, Sydney, Brisbane and Adelaide.

Our customer focussed heritage has been built on expertise, innovation and personalised service; critical attributes delivered through our culture and embraced by our people. This is demonstrated through more than 25 years of online industry leadership across Australia's digital foundation brands such as Melbourne IT, Netregistry and WME.

The Webcentral mission is dedicated to leading online success for our customers. We achieve this by building trusted and valued client relationships which convert successful business outcomes at each milestone across the customers' digital journey.

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