

FOR IMMEDIATE RELEASE



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Absolute Networking Systems Changes Name to Centrality Business Technologies

LOUISVILLE, KY (October 1st, 2015) – On Thursday October 8th, Absolute Networking held their Re-branding Ceremony where they announced their new name, Centrality Business Technologies. The official name change was on August 26, 2015 and the re-branding ceremony held at their location at 11440 Bluegrass Parkway. The event was attended by Indiana State Representative Ed Clere; Economic Development Manager of Louisville Forward, Colleen Abate; One Southern Indiana staff and Ambassadors; and the public.

Centrality Business Technologies is a tailored business technology management company specializing in IT, Voice Solutions and Cabling Infrastructure. IT services include: on – premise support, virtualization, Office 365, Cloud solutions, data back up and recovery, help desk, server infrastructure and managed services. Voice Solutions include: VoIP, unified communications, converged systems, contact centers, hosted systems, intercom and paging, sound masking, and voice documentation.

Since Centrality Business Technologies first established their headquarters in Louisville Kentucky in 1996, dedication to providing technology solutions to their clients has been their priority. They work with their client to create a package of unique solutions which allow clients to optimize their technology budget by having preventative strategies along with a trusted IT advisor. The company became a Microsoft Gold Partner in 2002. Then they went on to become an NEC dealer in 2006 and in 2012 Noah Priddy was named President. The change in ownership prompted them to begin re-thinking about how to better serve clients and the evolving IT needs.

Priddy had this to say about the re-branding, “We are a different company than we have been in the past, re-branding ourselves is a better reflection of who we are. Our new name “Centrality” speaks to that effect. We are a technology company with our primary focus being infrastructure, whether it be for IT or Voice / Premise or Cloud we are at the Center or Core of our client’s technology needs and our new name Centrality captures that.”

Along with the new name, the company is embracing a brand, a new modernized way of thinking, and a new promise to their clients. The name is inspired by what they consider to be the core, or center, of business -- clients. Now, more than ever before, Centrality Business Technologies is committed to providing clients with exceptional value, extensive knowledge and unparalleled expertise. Through their IT services, Voice Solutions or Cabling Infrastructure they strive to provide a solution that meets the current and future needs of the clients while maintaining a competitive pricing model.

Additionally they will be announcing the launch of their new Cloud product, Centrality’s CompleteCloud. With CompleteCloud, you will no longer face capital expenses for your IT needs – the utility model allows for a predictable, all-inclusive, per user monthly fee that will prevent you from busting your IT budget. This includes everything from a complete hardware refresh, workforce mobility from any device with a simple login, Microsoft Operating System software and utilities, Internet services, and 24/7 support.

Perhaps one of the most impressive features of Centrality’s CompleteCloud is their Disaster Recovery. Whether it be a natural disaster or a technical failure,

CompleteCloud’s redundant data centers provide real time backup and disaster recovery solutions and are all included in the utility fee.

Client Development Specialist, Liz Davis stated, “Centrality is more than just a branding change- We believe it is time to Re-Think IT. The cloud is a game changer for our industry. Centrality is using these technologies to allow our clients to have a stable, secure, predictable and reliable infrastructure that allows clients to concentrate on running their business without the worry of failed technology interfering with their strategies.”

Centrality currently partners with over 500 companies, which include: Louisville Tile, Girl Scouts of Kentuckiana, Caudill Seed, Allegra Marketing Services, Parthenon, and Creosalus.

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