

## **Branded Internet signs Edgars for branded ISP deal on their new offering “Edgars Club Connect”**

*By Francois Muscat*

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Branded Internet, a well established and professionally run outsourced ISP management company which offers firms white label ISP services, will provide the products, back-end systems, telephonic support and billing to Edgars Club’s new service and will be responsible for tailoring this service to the unique look-and-feel of the Edgars brand, in essence giving consumers the opportunity to subscribe to the internet through their favourite retail loyalty programme, the Edgars Club.

“After analysing our needs and assessing the market place, Branded Internet stood out above their competition,” says Imran Patel, the Marketing Manager for Edgars Club, Financial Services and e-Commerce. “Their ability to deal with high call volumes and their large number of existing customers is very impressive. With their infrastructure, technical support and level of professionalism, they have provided us with a strong sense of security.”

“We have gone to great lengths to provide an ISP product which has exceptional products and levels of service, many of which are firsts for the South African market. The service we are providing is one which is fitting of the Edgars brand.” says Lance Turner, CEO of Branded Internet. “The ADSL product we are providing is of the highest quality and is both fibre based as well as semi-shaped. These are options that Edgars Club’ members are looking for, giving them the fastest ADSL connectivity”, continues Turner.

From an end user perspective, the “Edgars Club Connect” service gives Edgars Club members unique opportunities to connect to the Internet through several ADSL and dial-up choices. The initial product offerings also include options on ADSL lines, free unlimited 24 hour customer support as well as 100MB email boxes with anti-virus and anti-spam scanning. Edgars Club members will also benefit from some of the lowest rates in SA, with discounts of up to 40%, as a 1GB ADSL connection could cost just R28 for the first 6 months of subscription.

For more information on Branded Internet visit [www.brandedinternet.co.za](http://www.brandedinternet.co.za) and for further information on Club Connect, please visit [www.edgarsclub.net](http://www.edgarsclub.net).

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