

*A lot has changed since we started in the childcare sector. At first, we were a small company with a single product. But over time, we've grown and expanded our solutions.*

*We've also added new members to our team who bring their own skills and expertise. And as our company has grown, so has our community.*

*We felt it was time for a new look and are excited to share it with you...*

***Introducing the Smart Central house.***

**We have a  
new look!**

## The Symbol

At the centre of our new look is a house – a simple, blue house.

But for us, our house is more than just a simple structure.

It symbolises everything that's important to us.

Firstly, our suite of solutions – simpler, smarter solutions – thoughtfully developed to specifically meet the needs of childcare services.

But we're not just about the products we offer. We're also about the people who make up our team. Our team is caring and knowledgeable and always ready to help our customers. And speaking of customers, we consider the childcare businesses that use our solutions to be part of our family, an integral part of our community.

When you see our new logo, we want you to think of everything that makes operating a childcare service better. Smarter solutions, caring people, and a community that supports businesses of all sizes.



## The Story

The story of our blue house begins with our founder's father.

Darryl Winder's father was a builder – and yes, you guessed it, he built houses. He was proud of the houses he built, and as a symbol of this he would sign his name within each house he built. The notion of being proud of what you create is deeply instilled in Darryl.

For Darryl, the measure of success is not how many customers you have but being proud of what you've created. And so, within our simple, blue house is a deep sense of pride for what has, and continues to be, created.



**A house is more than its parts, but without  
the parts there would be no house.**