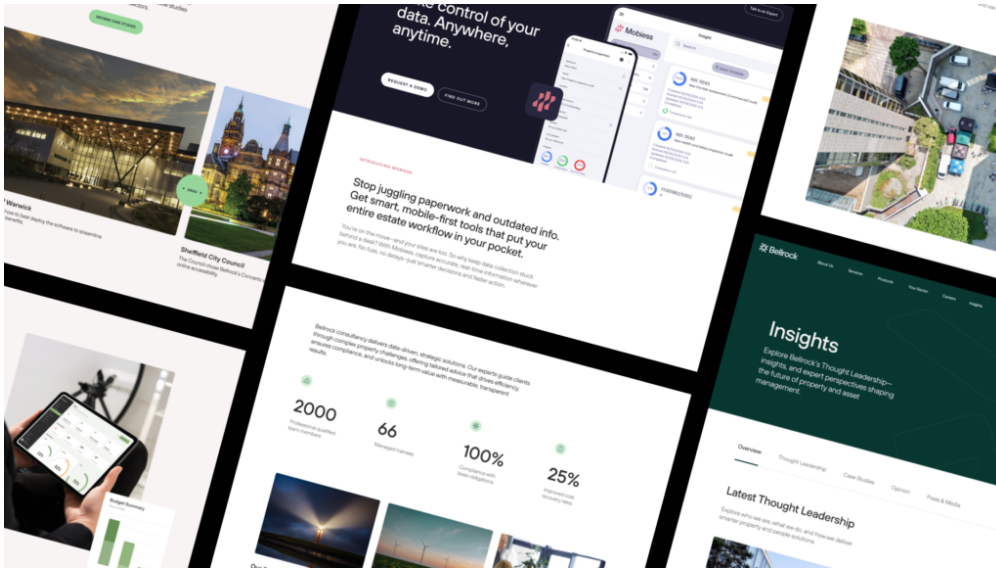


Bellrock Launches New Digital Universe to Transform Property Services

9 months ago



Bellrock, the intelligent property services company, has entered a new era with a bold vision to redefine how customers connect with and experience estates management.

This business has been on a transformation journey from a traditional facilities management provider to an intelligence-driven partner. This evolution is underpinned by a bold vision that repositions Bellrock as the trusted challenger in property and signals a clear shift in how the business pushes the boundaries of what's possible in estates management.

To bring this vision to life, Bellrock has unveiled a next-generation digital platform developed with award-winning digital agency Kyan. More than a website, it's the entry point to the Bellrock digital universe, a connected, interactive environment that unites services, insights and product brands under one seamless customer journey.

At the heart of this digital evolution is the 'One Bellrock' experience, a fully connected ecosystem uniting Concerto, GreenMark, Mobless and WiggleDesk. By integrating these technologies and services into a single, cohesive story, Bellrock makes it easier for customers to explore capabilities, access solutions and collaborate in real time.

The Bellrock digital universe is designed to bring customers closer to the people, tools and intelligence that transform estates management. Built around the company's four core pillars, it creates a connected space where collaboration thrives:

- **People:** Designed with customers at its centre, the platform makes it easier to connect with Bellrock's teams and expertise, share knowledge and solve challenges together, reflecting its role as

a trusted challenger helping estates leaders navigate complexity with clarity.

- **Technology:** A single, intuitive ecosystem brings services and smart products into one connected space. Customers can move seamlessly across every touchpoint, experiencing technology that doesn't just support them but evolves with their needs.
- **Insights:** Data becomes a shared language for collaboration. Through predictive analytics and dynamic reporting, customers gain actionable intelligence that supports faster, more confident decision-making.
- **Sustainability:** A greener, smarter digital environment creates opportunities for customers to join Bellrock in driving responsible operations and lasting impact. Here, digital innovation and sustainability align to shape a purpose-driven future together.

Setting a new benchmark in the sector, the new platform combines intuitive navigation with intelligent tools, offering customers dynamic dashboards, predictive insights and integrated reporting designed to unlock smarter, faster decision-making. Upcoming AI-driven features will further enhance the experience, enabling estate leaders to anticipate challenges and drive new levels of efficiency.

Carlo Alloni, CEO of Bellrock, explains: "Our customers want more than information; they want intelligence and a partner with the vision to challenge what's possible. This new digital universe brings that ambition to life: bold, connected and designed to give leaders the confidence to make smarter decisions. It's a natural extension of our mission to redefine property services and grow alongside our customers."

Dean Oakes, Product Manager at Kyan, adds: "Bellrock's new online presence creates an entirely new experience. By unifying products, services and insights under one roof, we've created a platform that is both practical and visionary, reflecting Bellrock's philosophy of 'Simple Intelligence'."

The launch of the Bellrock digital universe marks a major milestone in the company's journey, transforming how customers interact with their estates. With a digital-first approach, teams can collaborate more effectively, explore capabilities with ease and access the tools and intelligence they need, all in one place.

Explore the Bellrock digital universe at www.bellrock.co.uk