



Webstep ASA: Webstep unveils new brand positioning

Oslo, 16 June 2025: Webstep ASA (“Webstep”) today launched its new strategic market positioning, highlighting the company’s commitment to providing reliable, flexible, and highly experienced support for customers' digitalisation goals.

“Webstep has always been known for offering highly skilled, experienced consultants who possesses strong industry expertise and are deeply rooted in our regional offices. We are now taking this a step further, evolving towards becoming ‘one Webstep’. This means, avoiding silo thinking, but rather working seamlessly across regions while retaining our local expertise. The relaunch of our brand, visual identity, and market positioning symbolizes these changes. I am thrilled to see the energy and optimism within our team, and I am confident that we will become an even more competitive, agile, and performance-oriented Webstep,” said CEO of Webstep Kristine Lund.

The new market positioning features a refreshed brand design, logo, marketing materials, website, and strategic messaging. Nearly all of Webstep’s approximately 450 employees gathered at a kickoff event this weekend, which focused on corporate culture and knowledge sharing.

“It is essential for us to remain one of the most attractive employers for experienced IT consultants, and social events combined with professional development are key tools for achieving this. Our new brand positioning aims to enhance our profile to attract talents and future colleagues,” said Kristine Lund.