

Zeald

Zeald is New Zealand's largest, most-experienced website design and digital transformation agency for SME businesses. For 20 years Zeald has specialised in ecommerce and digital development, helping more than 15,000 small to medium-sized businesses transform online.

Following the seismic shift to digital last year, Zeald reengineered itself to deliver greater digital support and capability for micro, small and medium-sized businesses (MSMEs) and communities who find themselves on the wrong side of the digital divide across Aotearoa.

In March 2020, Zeald launched its social-impact initiative [GEM](#) (the Get Ecommerce Movement). To date, Zeald has given away nearly 1000 free ecommerce websites through GEM to help Kiwi MSMEs start their digital journey, and continues to give away free GEM websites every week. Zeald is also digitally upskilling Kiwis through its [GEM Academy](#) - a free, online-based, digital training and internship programme.

The GEM initiative has become a permanent fixture at Zeald, with the company exploring different ways GEM can be used to help make digital more accessible for Kiwis.

As a Digital Boost Alliance member, Zeald is offering GEM as a road-tested, no-to-low-cost, integrated ecommerce solution that can be adapted and used in collaboration with other Alliance members, to make ecommerce available to more New Zealanders. Partnership discussions are currently underway about digital transformation at a community level - details to be released shortly.

Zeald also operates a commercial side of its business. Pioneers of early ecommerce in New Zealand, Zeald developed its own enterprise-level, full-featured ecommerce platform Zest, which has processed more than NZ\$2 billion in revenue locally. As well as ecommerce, web design and digital marketing, the tech company continues to blaze trails in digital integration, automation and chatbot infrastructure for SME businesses.

Founded in 2001 by brothers David and Brent Kelly and cousin Hamish Braddick, Zeald was one of the earliest start-ups through Massey University's incubator programme, and made the Deloitte Fast 50 index in 2007 and 2008. Zeald has staff in both NZ and the Philippines.

"Zeald is committed to equipping and supporting businesses and communities in New Zealand to become digitally-advanced. We want to see every small business, individual, and community mobilised, connected and enabled to operate effectively in an increasingly digital world," says Chair and co-Founder of Zeald, David Kelly.

"We look forward to working with the Digital Boost Alliance members and contributing our expertise and established social-impact programmes, to help grow the digital economy in New Zealand and to make digital more accessible for all Kiwis," Mr Kelly says.

Zeald is a proud member of the Digital Boost Alliance Aotearoa and is committed to seeing digital revolution in New Zealand, through its GEM initiative and Digital Boost Commitments.

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