



For immediate release

UPTIME DISTRIBUTION CELEBRATES 526% YEAR ON YEAR GROWTH OVER 24 MONTHS

Sydney, 20 June 2007 – Uptime Distribution, a unique Australian services based IT distributor today celebrates two years of business and 526 per cent year on year growth, now setting its sights on international expansion.

In June 2005, Uptime Distribution opened its doors following the identification of a gap in the IT industry for a distributor that could close the disparity between product and solution.

Today the company has 80 staff and a strong channel of 200 loyal reseller partners including those in the telecommunications space, medium and large IT outsource partners, voice specialists, data resellers and systems integrators. Together, they have won contracts such as Bathurst City Council, Media Monitors, Virgin Money, Wilsons Parking and Global Red.

Uptime's business model has been a key factor to its success. The organisation invests heavily in hiring and up-skilling the best engineers, marketers and sales people as well as the best technical facilities. These resources are extended to resellers to help them prosper with Uptime's vendors, Mitel Networks and Expand Networks. Unlike other distributors that shift boxes, Uptime's resellers also get:

- reseller specific, customised training for Uptime's vendor products
- end user lead generation
- pre-sales consulting, scoping and advice;
- end user & channel partner onsite training and demonstrations;
- 24/7 service & support desk;
- onsite engineering;
- demo center facilities for partners and their end users.

Tony Geagea, Managing Director of Uptime Distribution says:

“Resellers had previously found it difficult to keep on top of developments in the unified communications space, hindering their own competitiveness. Similarly, vendors had fantastic and new emerging technologies, but no one that could help resellers keep up fast enough to sell them.



“Uptime Distribution invests in facilities, information, skills and expertise on behalf of all parties involved. This is shared with our resellers, to the extent that we even act as them when they need the additional hands on deck. We work in true partnership with vendors and the channel to ensure technology is effectively sold, implemented and managed for the customer. So when Uptime is doing well, so are all of our partners and customers,” concluded Geagea.

Mitel Networks, an IP Telephony vendor was the first to join Uptime Distribution and has grown over the two year journey in tandem with its distributor. Gwilym Funnel, Country Manager, Mitel Networks said:

"We have seen enormous growth in the Australian IP telephony market over the last two years. Mitel and Uptime Distribution have worked very closely together to help many Australian resellers profit from IP telephony."

"IP telephony solutions today are more than simple voice systems, routinely including collaboration, teleworking, and advanced unified messaging technologies. Uptime Distribution offer a range of value added services and training that make it easier for systems integrators and resellers to sell, install, support, and profit from complex IP applications."

Following its success in Australia to date, Uptime Distribution will officially launch in New Zealand this week, followed by India and Singapore in the next twelve months.

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About Uptime Distribution: Uptime Distribution is a true value-add distributor that presents channel partners with a low risk flexible engagement model, immediately expanding their capabilities. By specialising in providing significant value above procurement and supply, Uptime Distribution effectively bridges the gap between procurement and solution delivering increased value to channel partners and their end users.

www.uptimedistribution.com.au

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