

Eaton Signs Distribution Agreement with Synnex

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Eaton, a diversified industrial manufacturer, has announced a distributor partnership agreement with Synnex Australia, one of the top two IT distributors in the Australian market with over 6000 resellers. Synnex has a physical presence in Sydney, Melbourne, Brisbane and Perth. Under the terms of the agreement, Synnex will sell Eaton's MGE Office Protection Systems™ range of uninterruptible power supply (UPS) systems throughout Australia.



Eaton acquired MGE Office Protection Systems in 2008. It selected Synnex principally for its reach and operational capa-

bility, according to Michael Mallia, General Manager, Power Quality Australia & New Zealand, Eaton Industries.

In addition, Synnex is well known in the IT channel and has very strong warehousing systems and supply chain processes. Eaton consequently expects to improve its delivery through the IT channel in this new relationship with Synnex and raise Eaton's own profile in higher end data centre solutions.

"As one of the largest distributors of IT equipment in Australia, we're very pleased to be working with Synnex. This new alliance continues Eaton's commitment to our IT channel while increasing awareness and expanding our footprint and support to our valued resellers."

"By partnering with a distribution leader such as Synnex, Eaton has solidified its position in the IT channel while providing partners with strong margins and unparalleled support. It also fits well with our longer term plans to provide IT channel-specific products," added Darren Butterworth, Eaton's National IT Channel Manager.

Synnex Australia is also looking forward to the benefits the agreement will bring the two companies.

"Eaton has a well respected reputation in the marketplace as a leader in providing power protection, distribution and management. We are delighted to be partnering with the Eaton team and look forward to expanding awareness for Eaton's products and services," Andrew Yi, Product Manager, Synnex Australia, said.

Nor does the current economic climate faze Mallia.

"The UPS market is pretty strong. We've actually experienced significant growth in the first quarter of 2009 over the same period last year. Events like the recent blackouts in Sydney are helping to put UPS systems higher on the list of IT equipment purchase priorities."

"We're actually growing faster than the market at the moment and this partnership with Synnex will help us to keep sustaining that growth," he said.