

## SYNNEX JOINS LOGITECH AS AUSSIE DISTRIBUTOR

*Move aims to increase Logitech's presence in the Australian market*

Peripheral vendor, Logitech has signed Synnex Australia as its second master distributor for the Australian market.

The company will join Ingram Micro as a master distributor.

“Our main goal for the partnership is to establish ourselves within the channel in which Synnex has strength, and therefore capitalise on its status within the Australian market,” Logitech Australia general manager, Annabelle Woods, said. “There are areas of the market we have not previously addressed, and are hoping to do so as a result of the signing.

“Traditionally, Synnex is more focused on the channel, but they are building their retail side. As it will be more or less holding the same position as Ingram Micro, we are essentially allowing

customers a choice, allowing them to decide with which distribution partner they wish to work.”

Woods said the signing did not symbolise any fundamental shifts in strategies. Rather, Logitech is building a distribution landscape in order to promote growth in its channel landscape.

The two will resume their partnership almost a year after a split due to “differences between the companies”. Woods did not comment on the initial split as it occurred under different management.

Synnex Australia, a division of APAC distribution company, Synnex Technology International Corporation, services all businesses in the IT industry, with growing partnerships with key retailers in Australia, including Myer, JB Hi-Fi, Harvey Norman, Officeworks, and Dick Smith.

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