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MICROSOFT VOLUME LICENSE AGREEMENT WITH SYNNEX

Synnex Australia to offer volume licensing to its resellers

Sydney, Australia – 27 November, 2012 – Microsoft Australia today it has extended its Channel Agreement with Synnex Australia to include Microsoft Volume licensing distribution. Synnex Australia, a global IT supply chain services company, currently distributes FPP, OEM, Hardware and Gaming, now add Volume Licensing to their portfolio offering.

As one of Australia's largest IT distributors, Synnex's experience and reach particularly within the SMB market will help Microsoft achieve its goal of expanding its Volume Licensing business to new resellers. Volume licensing offers price advantages to resellers wishing to purchase five or more software licenses.

"It is with great pleasure that we announce the appointment of Synnex as a Microsoft Volume Licensing Distributor," said Carolyn Darke, SMB Channel Sales and Distribution Lead, Microsoft Australia. "We have had a strong relationship with Synnex for many years and are excited by the extension of Open Licensing to their portfolio. Synnex helps us to extend our relationship with its unique resellers and partners to expand our Volume Licensing business and open up new avenues, especially within the SMB space. The channel and partner satisfaction is paramount to Microsoft and the expansion in our Distribution portfolio part of continued investment for growth."

Synnex Australia has been an official distributor since 1999 and is further increasing the value it adds to the channel, by investing in extensive product sales and support training. This enables Synnex to strengthen its one-stop-shop distribution strategy it offers its customers and partners.

"This is an exciting time for Synnex. We have a long standing partnership with Microsoft in which time our relationship has gone from strength to strength," said Kee Ong, CEO, Synnex Australia and New Zealand. "With the signing of the distribution agreement for Microsoft Volume Licensing, we are now able to offer the comprehensive suite of Microsoft products to our reseller partners,"

Both the industry and the Microsoft business is in a period of exciting change and the past twelve months have seen new and innovative products coming to market, including Windows 8 and Windows Phone 8.

"The way software is delivered to the end user is changing. We believe that today, Volume Licensing provides the most cost-effective means to deliver Microsoft products and technologies to the market. Working hand-in-hand with our reseller partners and Microsoft, Synnex is set to take advantage of this huge opportunity and grow the Volume Licensing business within the SMB space," said Ong.

To assist its partners, Synnex has established a Licensing team who can be contacted via a dedicated phone number (1300 100 108) or via email (licensing@synnex.com.au).

Press Release
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By Marie-Claire Suter
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For more information on Microsoft Volume licensing, please visit Microsoft Partner homepage. (<https://partner.microsoft.com/australia/40039764>)