

## IBM ADDS SYNNEX TO DISTRIBUTION LINE-UP TO TARGET SMBs

IBM has named Synnex as its new Systems and Technology Group (STG) volume distributor in a bid to get a bigger slice of the SMB pie.

STG is IBM's hardware division. It is the first time IBM STG has announced a new distributor in the last 10 years, according to the group's general manager, Francois Vazille. Synnex joins Avnet and Ingram Micro.

The partnership is aimed at growing the vendor's SMB IT server business.

Synnex's experience with the target market group played a big part in the new deal. IBM is a big name in the high-end market but not such a big player in the SMB space.

"This agreement is not about introducing competition among our distributors but extending our reach into the volume market," IBM business partner organisation director, Phil Cameron, said. "We really want to target SMBs and it's all about finding new market opportunities for us in Australia."

Synnex will only be able to sell IBM Express server and storage products which Avnet and Ingram already have access to.

IBM believes the competitive price of the Express range will aid the vendor in its goals to be a leader in the SMB server space.

"We have been searching a long time

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By Spandas Lui (ARN)

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to have a complete solution to offer to our SMB customers so by working with IBM we are able to do so,” Synnex CEO, Kee Ong, said.

He noted an assortment of different types of resellers will benefit from the partnership.

IBM is also looking for more resellers to bring into the fold.

The vendor views its strategy to SMBs as a long-term investment.

It will be some time before results can be seen but IBM is committed to making this work through not just partnering up with Synnex but investment into marketing as well.

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