

## SYNNEX AUSTRALIA TO DISTRIBUTE TOSHIBA

*Local distributor gets access to hardware vendor's full range of consumer products*

Synnex Australia has been chosen by hardware vendor, Toshiba, to become its latest authorised distributor. Synnex Australia CEO, Kee Ong, feels that Synnex is in a good positions to distribute Toshiba's full IT product range to major resellers and retailers in Australia. "Adding Toshiba to our portfolio will open our customers up to a greater range of products," he said.

"Toshiba will also be able to benefit from our expansive and well established customer base and industry expertise."

As part of the deal, Synnex will have access to Toshiba's entire IT range, which included notebooks, tablets, all-in-one computers, data projectors, storage and accessory products across Australia.

"We are delighted to be working with Synnex who has a well established customer base of resellers as well as retailers nationally," Toshiba channel sales manager for Australia and New Zealand, Angela Walker, said. "Toshiba's channel business continues to grow and to ensure we are providing the best possible coverage and offers to all partners we have expanded our distribution base."

ARN  
02 February 2012  
By Patrick Budmar