SYNNEX STRIVES FOR THE BEST ECOMMERCE EXPERIENCE FOR RESELLERS

Melbourne—February 17, 2014 — Synnex Australia has launched a brand new eCommerce portal which will further enhance the reseller experience of doing business with Synnex.

Synnex CEO, Kee Ong said "This brand new eCommerce portal is a result of actively listening to our customer's feedback." Ong explained further that Synnex had started building the new portal from scratch since September 2012. "From the concept planning stage through to the end-to-end testing,

I'm certain the new eCommerce portal can benefit our customers by upgrading the customer experience level with Synnex." Ong added.

The new eCommerce portal is built locally for local needs. The key features are designed specifically for Australian resellers. They include:

- Personalised content

- Secure customer login and account management

- Comprehensive product information and specifications

- Comprehensive list of promotions and deals

A hassle free transition from the current website to the new portal will allow Synnex's 7,000 customers to immediately enjoy all the brand new features. Ong said, "Our customers can use their same login details to continue doing business with Synnex, but with significant improvements on efficiency and user friendliness." The Synnex Sales teams are well trained and equipped with a FAQ menu to handle any customer enquiries for this new eCommerce portal.

About Synnex

Synnex Australia Pty Ltd is the largest ICT distributor in the Australian market, providing quality branded computer and telecom products, components, peripherals, imaging and printing, consumables, networking, storage, software as well as volume licensing.

Synnex Australia commits ourselves as a world-class leader in ICT distribution. Through our established strategic partnerships with leading ICT manufacturers, we are dedicated to offering our customers a wide range of products and solutions backed by comprehensive infrastructure, knowledgeable support, competitive pricing and superior services.

Synnex Australia Pty Ltd is a division of Synnex Technology International Corporation, the largest IT distribution company in the Asia Pacific region and ranked third largest worldwide. In Australia, we are servicing over 7,000 resellers, all business types in the IT industry businesses including SME

Resellers, System Integrators, Computer Retailers, Original Equipment Manufacturers, Corporate

Retailers, National Retailers and VARs. For more information, please visit: www.synnex.com.au

Synnex Australia
17 February, 2014

By Chi Wing Chan +613 85408852
chiwingc@au.synnex-grp.com

http://www.synnex.com.au