

Synnex Announces Distribution Relationship with Transcend in Australia & New Zealand

Synnex Australia announces an important and exciting initiative in the IT industry. Two key forces in the IT industry, Synnex Australia and New Zealand, both divisions of the global distribution company Synnex Technology International Corporation, will distribute Transcend products from May 15th.

Transcend Information Inc. has its headquarters in Taiwan and is a global manufacturer of the latest in multimedia digital albums, MP3 players, portable storage devices, flash cards and memory modules. Synnex can now offer this extensive product range to their channel reseller partners in Australia and New Zealand.

Kee Ong, who is Synnex Australia's Managing Director said, "We are very excited to offer the full range of Transcend products in Australia and New Zealand. We see our distribution of these products as benefiting all our resellers." He continued, "Synnex Australia is constantly investigating and reviewing products that suit our business model, are complementary to our existing range, and can be offered at competitive prices."

Ong stressed, "Our mission is to provide resellers with fast, friendly and efficient service." He added that, "Globally Synnex is a leader in Supply Chain Management and here in Australia and also in New Zealand, we strive through our quality management system to assist our customers so they can focus on running their business whilst we take care of their logistics".

Transcend Information's Channel Marketing Manager Norman Hsu, stated "Synnex in Australia and New Zealand will take our brand and products into a good cross-section of resellers. Our products can be used in a wide variety of devices and this means more support and more opportunities to grow our business together".

Richard Harri, Synnex New Zealand Country Manager commented, "We're delighted to represent Transcend in New Zealand as it is renowned as a World-Class leader in the field of memory and consumer electronics. We believe their brand will significantly enhance our current product lines. It also assists in our objective to provide our resellers with a one-stop-shop for IT solutions".

ABOUT SYNnex AUSTRALIA

Synnex Australia P/L, a global IT Supply Chain services company and one of the largest distribution companies in Australia is a significant branch of Synnex Technology International Corporation, the largest IT distribution company in the Asia Pacific region and ranked the third largest worldwide.

The strength of the Synnex group of companies is reflected by their worldwide market share. Synnex Australia is highly respected within the IT distribution market in Australia and by Synnex Taiwan, the largest IT distributor in that country. Internationally, Synnex is also among the top distribution companies in China, Thailand, and North America. Moreover, it is a major distributor in Hong Kong, Japan, Mexico, the UK and New Zealand.

Synnex Australia services all businesses in the IT industry including SME Resellers, System Integrators, Computer Retailers, Original Equipment Manufacturers, Corporate Retailers, National Retailers and VARs. Importantly, Synnex Australia has established strategic partnerships with a number of leading IT manufacturers.

Synnex Australia differentiates itself from its competitors by its expertise in Supply Chain Management (SCM). In addition, the strategic implementation of Just in Time Delivery (JIT) offers scheduled deliveries and an efficient Return Manufacturers Authorisation (RMA) service provides rapid warranty replacement. Superior SCM also ensures inventory is available and items are current.

Synnex Australia is ranked in BRW's 2005 top 500 Australian companies.

For more information visit the company's website at www.synnex.com.au or call 1300 100 100 or email marketing@synnex.com.au

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