

## Synnex expands Brisbane operations

9 May 2008 11:54PM

Tags: synnex

By Mitchell Smith

*Synnex Australia is expanding its Brisbane operations with a relocation to larger premises, new hires and an increased truck fleet.*

The distributor has been looking to relocate since November last year.

Glen Salata, Brisbane state sales manager for Synnex Australia, told CRN that the relocation to the new premises in the suburb of Lytton will see Synnex expanding both its inventory and its stable of resellers in the local market. He added that the relocation was also needed to cater to its expanding Brisbane staff-base.



"We've actually outgrown our current premises so we were in need of more warehouse space and also more space for our sales team as well. The new warehouse gives us more than double the previous warehouse and the office space is also substantially larger which will cater for increasing staff numbers," he said.

Synnex's Brisbane office has added four new sales staff over the past few months and will bolster its sales team with several new appointments by the end of 2008, said Salata.

"We have been expanding the staff over the last six months. We've added an additional four into the sales team and we do plan to have more additions into the sales team before the end of the year," he said.

The expansion of warehouse and office space will see local resellers benefiting from an increase in local stock availability, faster access to products and better service, according to Salata.

"Having a lot more stock available locally will mean that we can supply quicker, provide a lot quicker and a lot better service to our reseller base. We're looking at growing our reseller base and also enhancing our service to our existing customers. By increasing that level we're looking at increasing our existing customer base as well," he said.