

SYNNEX NAMED NEW DISTRIBUTOR OF TREND MICRO PRODUCTS

Trend Micro have appointed IT distribution company Synnex to distribute full packaged and OEM hardware attached products in Australia.

As part of Trend Micro's growth strategy, the new agreement will see Synnex leveraging its existing relationships with channel and national retailers, providing Trend Micro with access to over 8,000 resellers nationwide.

Trend Micro Australia managing director, Dave Patnaik said he is delighted about the appointment of Synnex as it will help the company expand its customer base of national retailers and open up a wide Australian reseller and channel market.

"Synnex has an extensive and established network and strong relationships with many national retailers and key channel

partners in Australia," said Patnaik.

"We look forward to significantly increasing our presence in this very important market," he said.

Synnex Australia CEO, Kee Ong said distributing Trend Micro products will increase the product offering in the area of software security.

"We look forward to further strengthening Trend Micro's position in the country through using our industry experience and our retail and channel network," said Ong.

Trend Micro's product line-up includes a range of internet security and digital lifestyle protection software programs.

Connected Australia
10 August 2011
By Shivaun Hales