



For immediate release

## **NZ RESELLER CAPABILITIES TO INCREASE WITH UPTIME**

**Sydney, 8 June 2007** – Resellers can now sell both Expand and Mitel Networks to customers, and also get sales support, lead generation and more with the official launch of Uptime Distribution in New Zealand on the 20<sup>th</sup> of June.

Uptime Distribution, is an Australian company that has spent the last two years pioneering a unique high value-add and services based distribution model that supports the vendor and reseller. By bridging the gap in skills and resource, Uptime helps resellers extend their technical, sales and marketing abilities to win new business and large opportunities.

The company is now officially launching in New Zealand with local engineers and full support available to reseller partners all over the country. With its expansion across the Tasman, Uptime will bring with it the exclusive distribution rights to Expand Networks' WAN Optimisation products and Mitel Networks' full IP Telephony range.

The New Zealand resellers who take on Expand and/or Mitel products, will also be able to leverage Uptime's unique channel friendly capabilities:

- End user lead generation for reseller partners
- Pre-sales consulting, scoping and advice;
- End user & channel partner onsite training and demonstrations;
- 24/7 service & support desk;
- Onsite engineering;
- Dedicated tender response team;

Tony Geagea, Managing Director, Uptime Distribution said:

“We've worked in NZ since our inception to support our Australian based resellers and their clients. Now, we're officially moving in! We are thrilled to bring with us two fantastic Vendor's along with our tried and tested offering. The Uptime team is



absolutely committed to helping our vendors, Expand and Mitel grow in New Zealand and we'll ensure the channel grows simultaneously”.

“We understand that resellers are keen to offer customers the best solutions in networking and unified communications, but it's a hard area to keep completely in step with. Uptime has the expertise in both areas, and will continue to invest in understanding each technology and benefits to business. That's the value we offer and that's what we'll be extending to the NZ channels interested in our vendor solutions”.

From the 20 – 21<sup>st</sup> of June 2007, Uptime Distribution will be recruiting resellers as well as educating the channel on its vendor partners, covering Mitel Networks' and Expand Networks' products. Resellers will also learn more about the Uptime Distribution model and how it will enable them grow their own business and strengthen their capabilities.

For more information or to register interest in the exclusive event, resellers can call Michleen Daoud on +61 421 432 432 or email [rsvp@uptimedistribution.com.au](mailto:rsvp@uptimedistribution.com.au).

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**About Uptime Distribution:** Uptime Distribution is a true value-add distributor that presents channel partners with a low risk flexible engagement model, immediately expanding their capabilities. By specialising in providing significant value above procurement and supply, Uptime Distribution effectively bridges the gap between procurement and solution delivering increased value to channel partners and their end users.

[www.uptimedistribution.com.au](http://www.uptimedistribution.com.au)

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