

Huawei Australia signs ANZ distributor agreement with Simms International

Huawei to target new business opportunities in enterprise market

AUSTRALIA/NEW ZEALAND June 29, 2011 – Huawei Australia has signed a distributor agreement with leading IT supplier Simms International. In a partnership which will see both companies make an investment in the Enterprise market, the three-year agreement will see Simms distribute Huawei's suite of Enterprise products to resellers across Australia and New Zealand.

"Huawei's Enterprise products will be a key focus for the company's global growth this year, and our success in the ANZ markets will play a pivotal role in that," said South Pacific Regional VP of Huawei Enterprise, Tony Zhang. "Huawei is already working with most of the major telecoms operators in ANZ, and with this new partnership we will further accelerate Huawei's rapid growth in the Enterprise market."

Huawei's distribution partnership with Simms will be rolled out in 3 phases. In the initial stage, Simms will distribute Huawei's range of:

- Routing and LAN switching products
- Storage
- Unified Communications
- Conferencing solutions including Huawei's latest Telepresence offering

As the partnership develops, the second phase will see Simms distribute Huawei's network security, IP microwave and WDM solutions; followed by a third phase where Simms will begin distributing Huawei's Blade servers and Cloud solutions, storage, Radio Access Network (WiMAX) and contact centre solutions.

"This partnership is an ideal strategic fit for both Simms and Huawei," said Simms Managing Director Danny Moore. "Huawei has been seeking the right distributor to help establish and grow its Enterprise business – and with Simms focus on our SMB, Corporate and Enterprise/Government resellers, we are in an ideal position to introduce the extensive range of Huawei products and services into Australia's growing Enterprise market."

Simms and Huawei will work in unison to invest in infrastructure and resourcing to grow the new business. Simms will move to recruit new staff with expertise in the Enterprise market, and will begin recruiting channel partners in late July. Simms will also introduce a partner program, and both companies will develop a training and certification program. Huawei will utilise a 2-tier indirect channel model in which channel partners can leverage Simms' pre and post-sales resources, equipment-lease facility and logistics capabilities.

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About Simms

Simms International is a leading supplier of IT products and services to the Australian and New Zealand markets. Established in the UK in 1990, the Australian business opened in 1995 and the New Zealand Company in 2010. Simms absolute focus on being the number one partner for its vendors in its chosen markets is what sets it apart. The company represents world leading products from a number of internationally renowned vendors including Apple, Dell, Cisco, Kingston Technology, Motion Computing and Western Digital. For more information, please visit: <http://www.simms.com.au> or simmsnz.co.nz

About Huawei

Huawei is a leading telecoms solutions provider serving 45 of the world's top 50 telecom operators. In Australia, Huawei employs more than 400 staff and works with all major Australian operators – 50% of Australians already use some sort of Huawei product for their telecommunications needs. Huawei's products and solutions have been deployed in over 100 countries and support the communications needs of one third of the world's population. For more information, please visit: www.huawei.com.au, follow us on Twitter @HuaweiOZ and www.youtube.com/huaweioz

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