



D-Link announces distribution partnership with Alloys

Sydney, Australia – May 27 2013 – D-Link, the standards-based unified networking solutions provider for small business and medium enterprise IT environments announced today a distribution partnership with Australia's premiere Integrated Technologies distributor, Alloys.

Commenting on this partnership, Jacky Chang, Managing Director of D-Link Australia and New Zealand said: "We are very excited on the appointment of Alloys. The company brings significant incremental growth potential and a continued path to the diversification of the D-Link business. Alloys infrastructure and commitment to the integrated technologies market and its non-traditional approach to servicing customers provides some strong synergy with D-Link's end-to-end Networking and IP Surveillance Solutions."

With Alloys' unrivalled reach into the integrated technologies market including AV, Security and Home Automation sectors and their solutions based go to market strategy, the company was an obvious choice.

While Alloys' primary focus is on developing new IP Surveillance business for D-Link, it will also have available D-Link's broad suite of business networking products to offer a complete end-to-end networking and IP Surveillance solutions for its customers.

Alloys CEO Paul Harman said: "We are thrilled with the new partnership with D-Link. As a company focused on Integrated Technologies the product range of D-Link is a great match. It allows us to provide a solution to our customers, which contain a number of products from a single manufacturer that makes integration so much easier. We believe that D-Link IP Security products have huge growth potential in the Australian marketplace and pushing hard with our non-traditional methodology will ensure they get the product exposure they deserve".

D-Link will also be working closely with Alloys to continue its strong investment into the training, education and enablement of its partners and customers through events, certification programs, D-Link's new VIP Partner Program and newly developed Partner Portal.

About D-Link

D-Link is the global leader in connectivity for small, medium and large enterprise business networking. The company is an award-winning designer, developer and manufacturer of networking, broadband, digital electronics, voice, data and video communications solutions for the digital home, Small Office/Home Office (SOHO), Small to Medium Business (SMB), and Workgroup to Enterprise environments. With millions of networking and connectivity products manufactured and shipped, D-Link is a dominant market participant and price/performance leader in the networking and communications market.

About Alloys, The non-traditional distributor

With over 30 years experience in value-added distribution, Alloys improve the capabilities, profitability and opportunities of SME technology resellers by providing them with a range of non-traditional services. The non-traditional approach requires the Alloys team to be more knowledgeable, more flexible, and to build stronger relationships with their customers, suppliers and the product solutions they sell. Alloys distribute: ACTI, Axis Communications, Brother, Canon, D-Link, DTG, Epson, Fuji Xerox Printers, HP, IQInvision, JVC, Kofax, Konica Minolta, Kyocera, Leviton, Lexmark, Milestone Systems, Mitsubishi, Oki, Optoma, Panasonic, QNAP, Samsung, Sony and Verbatim products.

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