

D-Link Launches Channel Finance Program

Sydney, 26 May, 2006: D-Link Australia has today announced the launch of its D-Link Vendor Finance Program (VFP), an innovative program which the company states will deliver significant immediate and long-term benefits to its channel partners *and* corporate customers.

In announcing the new program, D-Link ANZ Managing Director, Domenic Torre, stated: "As a leading vendor, we recognise that providing our channel partners with a go-to-market offering that's more flexible – and *financially* more attractive – for their corporate customers is absolutely critical, both for our business and our partners.

"Essentially, D-Link VFP ensures our partners have access to a comprehensive leasing solution that has strong appeal to the corporate sector, improves the partners' cash flow through up-front payments and – importantly – increase sales frequency."

Straightforward on-line process management

According to Torre, while Macquarie Equipment Rentals Pty Ltd (MERPL) provides the rental product and capital, a third party – Supply Chain Capital SCC) – has been brought on board to facilitate the program's administrative processes. These processes, which include the full quote-to-application and application-to-approval cycles, also encompass sales team training and vendor channel support.

"For our partners, the entire process is entirely seamless," Torre explained. "They simply log-on to a secure SCC sub-Web site, enter the relevant product and customer information; and on approval, receive payment from Macquarie who then also delivers the equipment to the end-customer."

In commenting on the new program's direct benefits to D-Link channel partners, Torre said: "The benefits are actually at multiple levels, impacting at the sales cycle and right through to aiding customer retention."

In developing the program's structure, D-Link has ensured that its partners will gain the additional benefit of being able to up-sell to full services offerings, with the D-Link VFP providing finance for hardware, software, installation and services.

"Even though a large number of organisations place a three-year life on much of their technology purchasing, the fact is that in the majority cases, it's actually four years from time of purchase until they get around to replacing that equipment," Torre said.

"By entering into an agreed upon term with their customers, our partners will be able to propose and negotiate a new solution prior to end-of-term. For the customer, it's an assurance that they have the latest technology and for the partner, it's helping retain the customer relationship."

For D-Link customers, other benefits emerging from the new program include:

- Improved cash-flow management by having greater monthly expense predictability

- All payments made under the leasing/rental agreement are tax deductible
- Single end-of-month payment for entire solution – hardware, software and implementation

"These are all benefits that can be put forward by our channel partners during the sales cycle, which makes dealing with them and, by default, D-Link, an enormously more attractive proposition."

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About D-Link

D-Link is the global leader in connectivity for small, medium and large enterprise business networking. The company continues to strive for excellence as an award winning designer, developer, and manufacturer of networking, broadband, digital electronics, voice and data 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. D-Link Australia and New Zealand headquarters are located at 1 Giffnock Avenue, North Ryde, NSW, 2113, Sydney Australia. Phone (02) 8899 1800 FAX (02) 8899 1868; Internet www.dlink.com.au; email marketing@dlink.com.au.

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