

Data#3 wins Smarter Planet Award at IBM Business Partner Summit

April 10, 2012; Brisbane, Australia: Data#3 Limited, one of Australia's leading Information and Communications Technology companies, is celebrating after winning three awards at the IBM Business Summit.

The honours include IBM Systems and Technology Growth Partner of the Year – Victoria, IBM Maintenance Partner of the Year – Queensland, and IBM Business Partner Award - Smarter Computing (Smarter Planet Awards).

The IBM Business Partner Awards identify and reward the outstanding achievements of IBM Business Partners and IT resellers.

"IBM is delighted to present Data#3 with our Smarter Computing Award, which underpins IBM's Smarter Planet initiative. Smarter Computing is a strategic play for IBM, aligned to client needs around big data, cloud and workload optimisation. Data#3 has also won our Growth partner of the Year award for 2011, having achieved impressive growth whilst delivering high value adding client solutions last year," said Phillip Cameron, Director, Business Partner Organisation, IBM Australia and New Zealand

Data#3's success in winning a Smarter Planet Award (Smarter Computing category) acknowledges IBM software resellers and solutions providers who think holistically about their IT infrastructure and implement Smarter Computing models to achieve benefits for their customers.

Data#3 Group General Manager, Laurence Baynham said the company was delighted to have won the highly regarded awards.

"Winning the three awards reflects the strength and depth of our expertise in datacentre solutions," continued Baynham.

"Our success in achieving the Smarter Computing Award exhibits our ability to offer a range of technology consumption choices including Public, Private and Trusted Cloud to our customers.

Data#3 was selected from several hundred registered IBM business partners in Australia and New Zealand, with the Smarter Planet award accepted at the Business Partner Summit in Sydney.

Data#3 has made a significant investment with IBM in their technology solutions and this most recent accolade continues to validate the benefits of the long term relationships held with strategic partners.

About Data#3

Data#3 Limited (DTL) is an ASX listed company that provides market leading technology solutions across a wide range of industries throughout Australia and Asia Pacific.

We consult with our customers to help them design, deploy and manage technology solutions through our five specialist businesses:

- **Licensing Solutions:** for software licensing, asset management and workforce productivity
- **Product Solutions:** for hardware procurement, warehousing, configuration, deployment and disposal
- **Integrated Solutions:** for strategic consulting, and the design and deployment of the datacentre, network and desktop infrastructure
- **Managed Services:** for essential support and hardware maintenance, selective outsourcing, and cloud-based infrastructure and software as a service
- **People Solutions:** for contractor and permanent recruitment, and human capital performance management

Data#3 reported revenues of \$697 million in the 2010/11 financial year and has approximately 1,000 employees. The company is headquartered in Brisbane and has offices across Australia.

More information about Data#3 and its solution offerings is available at <http://www.data3.com.au>

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