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Manager of Company Announcements
ASX Limited
Exchange Centre
20 Bridge Street
Sydney NSW 2000

DICKER DATA LAUNCHES CLOUDPORTAL

The Board of Directors of Dicker Data Limited (ASX: DDR) are pleased to announce the launch of our latest initiative to support our partners in the delivery of cloud solutions, CloudPortal.

Chairman and CEO, David Dicker, said "Our CloudPortal product provides our partners with the ability to deploy customised cloud solutions from a wide range of vendor partners. We're taking an all-inclusive approach to cloud because partners are moving at different paces. Our strategy isn't to dictate how a partner should deploy their cloud solutions, but rather, is to provide them with a range of alternatives that can be utilised how they see best for their customers."

Dicker Data's CloudPortal categorises cloud into five key pillars; Infrastructure, Business Continuity, Security & Compliance, Applications and Services. Partners are able to utilise the offerings available across each of these to deliver cloud solutions.

Dicker Data is also announcing the addition of a white labelling service that will enable IT resellers to rebrand the CloudPortal website. This consequently gives partners the ability to provide their end-users with a professional portal to view their licensing commitments.

For and on behalf of the Board,



David Dicker
Chairman & CEO

About Dicker Data Limited

Dicker Data Limited was listed on the Australian Stock Exchange on January 24, 2011. Since its listing, the company has achieved record trading results. The Company is Australia's largest and longest established Australian owned distributor of information technology products. Its vendors include Hewlett-Packard, Cisco, Microsoft, Lenovo, Symantec, RSA, Toshiba, Samsung, ASUS and other major brands. The Company's clients include over 5,000 value added resellers. For more information, [click here](#).