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

DICKER DATA APPOINTED AS DISTRIBUTOR FOR xRM INDUSTRY SOLUTIONS
Partnership Enables Resellers to Deploy Microsoft Solutions to a Wide Range of Verticals

Dicker Data (ASX: DDR) is pleased to announce our appointment as a distributor for xRM Industry Solutions in Australia. xRM is a developer of productivity and industry solutions for Microsoft Dynamics CRM Online as well as on-premise.

David Blumentals, Director of xRM said “We are delighted to be working with the team at Dicker Data as the success of Microsoft Dynamics CRM continues to grow. A more intense focus on value for money and flexibility is certainly encouraging a much stronger interest on Cloud-based client management among firms, particularly in the professional services verticals of legal, accounting and finance.”

Chairman & CEO of Dicker Data Limited, David Dicker, said “This new partnership with xRM will enable our partners to get the most out of Microsoft Dynamics through faster deployment and quicker realisation of returns on investment. We’re continuing to invest in providing our reseller partners with new offerings, such as the ones provided by XRM, to further the range of solutions they can take to market to complement their existing Microsoft deployments.”

Dicker Data is a leading distribution partner for Microsoft Dynamics CRM in Australia.

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](#).