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Dicker Data to Distribute Veeam

GLOBAL CLOUD DATA MANAGEMENT COMPANY APPOINTS NEW DISTRIBUTOR

The Board of Directors of Dicker Data Limited (ASX: DDR) are pleased to announce the company's appointment as a distributor for Veeam in the Australian market. Veeam is the leader in Backup solutions that deliver Cloud Data Management. Effective from 21st January 2020, the new distribution agreement is of an ongoing nature and will grant Dicker Data access to the Veeam product portfolio.

Chairman and CEO, David Dicker, Dicker Data Limited, commented "I'm pleased to welcome Veeam to our vendor line-up. We currently have successful distribution practices in place with a number of Veeam's technology alliance partners such as Cisco, Dell Technologies, Hewlett Packard Enterprise, Lenovo, Microsoft, Nutanix and Pure Storage. These practices will be leveraged to accelerate the uptake of Veeam by our extensive reseller partner base."

Dicker Data is unable to quantify the revenue impact the new partnership will have at this stage, however, "Veeam is a strategically significant appointment for Dicker Data in 2020," Dicker added. "This new partnership will enable the company to offer new solutions built on technologies from existing and new vendor partnerships in the SMB and mid-market customer segments."

Janet Docherty, Head of Channel A/NZ, explains that bringing the new distributor on board was a natural fit, "Partnering with Dicker Data perfectly complements our business strategy as we share almost every one of our alliance, resale and co-sale vendors with them.

"We're thrilled to be working closer with Dicker Data in 2020 and beyond. Dicker Data's vision and strategy aligns with Veeam's growth and development plans. Our strengthened partnership will allow us to streamline the way we sell to the Australian market.

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](#).

