



DISTRIBUTION CENTRAL
your services hub for IT logistics

New product launched on DC CloudSelect Marketplace delivers more benefits for AWS partners

Distribution Central adds CloudMGR – a leading platform for optimising & managing AWS cloud resources – to its DC CloudSelect portfolio.

FOR IMMEDIATE RELEASE:

Sydney, Australia, 22 September 2015 - Distribution Central Pty Limited[®], a leader in technology distribution and channel services, announced today that it has launched a new product in its DC CloudSelect Marketplace (www.dccloudselect.com) portfolio that delivers real cost-savings and streamlines the management of Amazon Web Services (AWS) cloud for partners and their customers.

CloudMGR (<http://www.cloudmgr.com/>) is the leading platform for optimising, managing and integrating AWS cloud resources. CloudMGR is also only one of four AWS Advanced Technology Partners in Australia.

CloudMGR is available on the award-winning DC CloudSelect Marketplace and is part of an extensive Billing-as-a-Service offering that Distribution Central has been providing AWS partners since 2013. This service offers AWS partners the opportunity to deliver cloud services profitably and benefit from channel margin. It also includes simplified cloud billing; transactions in local currency; extended payment terms through Distribution Central; and streamlined on-boarding.

“We launched the DC CloudSelect Marketplace with more than 200 products and services, but we are constantly looking to enhance the portfolio with innovative and disruptive solutions,” said Nick Verykios, Managing Director & CEO, Distribution Central.

“CloudMGR addresses the challenges of delivering cloud services and enhances our ability to enable partners to successfully and profitably deliver AWS cloud services to their customers.”

“Over the 4 years that we have been developing cloud services we recognised that the channel needed a solution that made it easier to move their customers to AWS. CloudMGR solves the AWS learning curve problem for partners by providing cloud resource optimisation, management, disaster recovery and more,” said Craig Deveson, CEO & Founder, CloudMGR.

“We have a number of Managed Service Providers (MSPs) on our platform in various levels of maturity around the world, however our partnership with Distribution Central will allow us to deliver the benefits of CloudMGR to more partners in the ANZ channel.”

Distribution Central has grown from \$1.6 million in FY2004 to more than \$313 million in FY2015 in revenue. The company currently employs 135 staff across Australia and New Zealand. DC CloudSelect Marketplace won Best Distributor Initiative at the 2015 ARN IT Industry Awards. Distribution Central was also named the 2011 *BRW* ANZ Successful Private Business of the Year (turnover greater than \$100 million) and was a finalist in the 2014 Telstra Business Awards (Medium Business Category). Its senior management has been recognised through the ARN Hall of Fame (2012 and 2013), Ernst & Young Entrepreneur of the Year (2009) and CEO Magazine IT Executive of the Year (2013 and 2014).

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About Distribution Central Pty Limited®

Distribution Central is a leader in digital distribution and a leading provider of specialised, technical-service orientated distribution and channel support for contemporary IT products.

Distribution Central is an industry first, in that it is dedicated to servicing the vendor whilst our specialised sales, technical and marketing teams manage the reseller channel. This unique approach enables Distribution Central® and its vendor partners to capitalise on all IT distribution opportunities in the Australian and New Zealand markets, without diluting the high level of specialisation required to service complex technology markets.

Distribution Central is headquartered in Sydney, Australia, with branch offices in Melbourne, Brisbane, Canberra, Perth, Auckland and Wellington. To learn more, visit www.distributioncentral.com

About DC CloudSelect

DC CloudSelect Marketplace is a single platform that offers procurement, provisioning, integration, orchestration and management of cloud solutions, services and aggregated billing. It has been designed for resellers, managed service providers, cloud service providers and partners born in the cloud. To learn more or register for access, visit <https://www.dccloudselect.com/>

About CloudMGR

Cloud Manager Inc. (<http://www.cloudmgr.com/>), with offices in San Francisco and Brisbane Australia, was an early AWS Technology partner. The company today has extended its commitment by making AWS easier to use and offering more integrations so companies can begin to capitalise on cloud computing.

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