



DISTRIBUTION CENTRAL
your services hub for IT logistics

Distribution Central Awarded Palo Alto Networks 2015 APAC Distribution Relationship of the Year for Second Year Running

FOR IMMEDIATE RELEASE:

Sydney, Australia, 16 September 2015 - Distribution Central Pty Limited, a leader in technology distribution and channel services, announced today that for the second year in a row, it was named the Palo Alto Networks 2015 APAC Distribution Relationship of the Year. Distribution Central was presented with the award during the recent Palo Alto Networks Sales Kickoff in Las Vegas.

With its next-generation security platform, Palo Alto Networks is leading a new era in cybersecurity by safely enabling applications and preventing successful cyber attacks for thousands of organisations around the world. Distribution Central was appointed ANZ distributor for Palo Alto Networks in June 2013, and in that two year period has been recognised each year by the company. Accolades from Palo Alto Networks include:

- APAC Distribution Relationship of the Year 2015
- APAC Distributor of the Year 2014
- ANZ Distribution Partner of the Year 2014
- Elite Authorised Support Centre Status (ASC) in ANZ (DC ChannelSupport)
- Elite Authorised Training Centre Status (ATC) in ANZ (Red Education)

“Two accolades in two years is testament to the strength of our relationship with Palo Alto Networks,” said Nick Verykios, Managing Director & CEO, Distribution Central.

“We continue to deliver results after two years of significant investment, delivering channel services that support the Palo Alto Networks partner community through our Land, Expand, Extend, Protect (LEEP) strategy.”

And most importantly, we have responded to partners’ requirements by developing new services delivered through our LEEP strategy to support them in delivering Palo Alto Networks solutions.”

“We congratulate Distribution Central on winning the APAC Distribution Relationship of the Year award for the second year in a row. The team is committed and has done an excellent job in providing sound technical expertise to Palo Alto Networks customers. We look forward to strengthening our relationship and continuing to provide organisations in Australia and New Zealand with the most comprehensive security protection and cyber threat prevention platform in the market” said Armando Dacal, regional vice president, Australia and New Zealand, Palo Alto Networks.

Examples of the services that Distribution Central offers the Palo Alto Networks partner community include:

- DC ChannelSupport delivers Level 1 and Level 2 helpdesk support, which is manned by expert certified technical engineers and has achieved Elite ASC status.

- DC ChannelSupport delivers Palo Alto Networks advance hardware replacement (DC FireBlanket) and PANassist remote install service.
- Training delivered through Red Education, which has achieved Elite ASC status and has trained more than 220 partners and more than 300 end users in Palo Alto Networks courses.
- An extensive evaluation stock pool that is available for partners to use and access through a simple online request system.
- Market and business development is delivered through marketing services and funding support.

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. Distribution Central was also named the 2011 *BRW* ANZ Successful Private Business of the Year (turnover greater than \$100 million) and 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).

#

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

Distribution Central, the Distribution Central logo and its business units are trademarks of Distribution Central® Pty Limited. All other trademarks mentioned are the property of their respective holders.

Contact:

Nick Verykios
Managing Director & CEO
Distribution Central Pty Limited
Phone: +61 2 9092 5000
Email: nverykios@distributioncentral.com