

# ALLIED TELESYN EXPANDS AUSTRALIAN OPERATIONS

New products, larger office, more staff and a new offer for telecommunications

Allied Telesyn International (Australia), provider of refined end to end networking technologies, continues to grow its presence in Australia by embarking on a recruitment drive, its relocation to larger premises and the intention to open interstate branch offices in 2004.

The local growth coincides with the companys global strategic move to extend its success in the government and education markets into the service provider and carrier markets. The strategy is supported by the development of new high performance, reliable products targeted at that market to broaden Allied Telesyns product range.

## Local Growth

Allied Telesyns move to new premises at Lane Cove is the companys second move in four years due to its continued steady growth. The new facilities were required to accommodate the needs of Allied Telesyns channel and end user customers.

The new larger premises allow us to offer a showcase network technology demonstration area and new training facilities, as well as room for more staff, said Mark Jackson, Managing Director of Allied Telesyn International (Australia). We plan to recruit more sales and support staff within the next few months and have already begun the interview process

Mr Jackson said there are also plans to open new state offices in 2004. Brisbane and Perth -branches are on the agenda for next year, enabling Allied Telesyn to better support its growing customer base in Queensland and in Western Australia, explained Mr Jackson.

## Telco New Growth

Building on its strong install base in government and education, Allied Telesyn is also seeing wins in the telecommunications sector through a new range of carrier-grade Ethernet products developed in its advanced R&D facilities in New Zealand, the United States and Japan. With recent high profile ISP outages, it is clear that reliability and bandwidth are critical requirements in the competitive telecommunications industry. Carriers and service providers are looking toward IP and Ethernet technologies to increase their client service capabilities while reducing costs. As Allied Telesyn is already renowned for the dependability and cost effectiveness of its Ethernet products in the government and education sectors, telcos are seeing our new carrier-grade range as an undeniable value proposition. We can offer telecommunication companies the type of infrastructure they require in order to service and keep their clients, said Mr Jackson.

The companys new details are as follows:

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## About Allied Telesyn International

Allied Telesyn International, provider of refined end to end networking technologies, was founded in 1987. The companys complete range includes routers, network extenders, media converters, switches, wireless, transceivers, LAN, adapter cards, network software and hubs. The attributes which have led Allied Telesyn International to achieve its world number one position in both the enterprise sector and small to medium business segment can be summarised by four key elements: its business focus on networking technology for professional markets, where it has proved to be the only company capable of providing a total end to end solution at a high price/performance ratio; the ability to handle every aspect of its own products from design to marketing; the development of components and solutions which accommodate flexible, efficient and reliable network construction; and support from sound warranty terms and quality services. Allied Telesyn International has its main offices in Tokyo, Bothell (USA) and Chiasso (Switzerland) with over 2,000 employees worldwide. The companys Australian division was established in Sydney in 1996. For more information go to:

