

Allied Telesyn Strengthens Vertical Industry Focus with Two New Appointments

New senior managers to target retail, hospitality, gaming and education markets

Allied Telesyn International (Australia), provider of refined end-to-end networking technologies, has announced the appointment of two new senior managers to strengthen its global focus on key industry sectors. The new appointees are Nick Duval, Business Alliance Manager, responsible for the Retail, Hospitality and Gaming sectors, and Greg Basford, National Sales Manager Education.

Triple Play voice, video and data services are coming to all business sectors. Allied Telesyn already has in place robust solutions for telecommunications service providers who will be deploying those Triple Play services, and now we are delivering packaged solutions to key sectors that will be leveraging these services in their business operations, said Mark Jackson, Managing Director of Allied Telesyn (Australia).

In Retail, Hospitality and Gaming, Nick Duval will be working closely with our Technology Partners and Systems Integrators, to deploy packaged solutions to customers who will benefit from emerging technologies such as IP Security, Triple Services and multimedia POS solutions. He will also be launching our Intelligent Point of Sale (iPOS) suite of products, which has been developed specifically for these sectors.

Meanwhile in Education, Greg Basford will be working with our education partners and customers nationally continuing deployment of our scalable, intelligent networks for K-12 schools as well as focusing on network solutions for higher education, he said.

Nick Duval joined Allied Telesyn from Volante Systems where he was providing IT managed services and outsourcing to the SME market. With more than 12 years of experience in the telecommunications and IT services industry in NSW, Nicks knowledge and expertise place him in the forefront of this industry.

Nick has senior management experience, and also led one of the most successful sales teams in Australia for Digicall, Vodafones Service Provider. He also designed communications solutions for organisations such as Soccer Australia, Kaba Boyd and Credit Corp during his time as a communications consultant with Commander Australia. Nicks formal education and background is in marketing management. He is also a qualified NLP Master Practitioner, Life Coach and Business Coach. He joined Allied Telesyn in September 2004.

Greg Basford has 18 years of experience in the technology sector. He joined Allied Telesyn from Apple Computer Australia, where he held state and national sales management positions as well as leading the companys implementation of a complex internal CRM system.

Greg began his career as a teacher to lay the groundwork for his long-term objective of specialising in computing for education. After two years in the classroom he moved to Trinity Grammar School in Sydney as Head of Computing before being appointed as the schools IT Manager. After 10 years at Trinity he was recruited by Apple Australia to lead the companys sales drive into independent schools. Over the following 6 years Greg moved through increasingly senior positions with Apple, winning the companys 2001 Sales Person of the Year award along the way. He joined Allied Telesyn in September 2004.

Greg holds a Bachelor of Science Degree (Computer Science) and a Diploma of Education from Sydney University. He is a well-known speaker on the effective use of IT in schools. He has been a keynote speaker at the NSW Computer Education Group Conference, Innovative Technology Schools Conference and the Association of Independent Schools Conference.

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. 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: www.alliedtelesyn.com.au.