



3Com Signs 24/7 Distribution as New Australian Channel Partner

3Com Corporation, a leading provider of converged network infrastructure solutions, today announced a channel partner agreement with 24/7 Distribution in Australia. The contract, signed recently, is for the distribution of the complete range of 3Com products.

As a leading services-based distributor, 24/7 Distribution invests in advanced technical resources, superior facilities and specialist skills in unified communications to support reseller partners to win market share. The new relationship will introduce 3Com to new channels by leveraging 24/7 Distribution's established partner network.

According to Grant Howe, 3Com country manager in Australia and New Zealand, the decision to partner with 24/7 Distribution was based on a shared focus for the two companies.

"24/7 Distribution is a fresh, dynamic company and the new partnership will energise our channel team," said Howe. "Through its offerings, 24/7 will provide a comprehensive distribution channel for 3Com that will help us provide a more focused channel strategy and invest additional resources to support our customers."

He added: "With 3Com's focus primarily in the networking space, it's beneficial that 24/7 Distribution is the leading services-based distributor of unified communications solutions in Australia. Through a competitive tender process, we also found that 24/7 Distribution shares our business commitment to our channel partners and end users, which will be important in further expanding 3Com's channel in Australia."

3Com will access 24/7 Distribution's new technology centre based in North Ryde in Sydney. The centre is due to open in December. The campus will include a '3Com Technology Centre' to showcase 3Com's current offerings, as well as a demonstration lab and training facilities for its channel partners and end users.

"3Com is a very well-established brand with an excellent reputation for providing robust, innovative technology," said Tony Geagea, CEO of 24/7 Distribution. "3Com's products complement the range of communication technologies we offer and our distribution model will support resellers with the advanced service capabilities and geographic footprint to make 3Com an even more compelling choice for customers."

24/7 Distribution's 'lead generation' offering focuses on finding qualified end user leads to help generate more business for its partners. It also provides customer support through pre-sales consulting, scoping and advice as well as end-user and channel partner on-site demonstrations.

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About 24/7 Distribution

24/7 Distribution is a leading services based distributor of unified communication solutions. Founded in Australia in 2005, 24/7 Distribution bucked the 'logistics' trend in distribution and instead, developed a services based model that would ensure its channel partners succeed with the unified communication technologies it had to offer. Channel partners leverage the 24/7 Distribution investment in the best skills, resources and advanced facilities on the market. This saves partners time, money and the risk involved with breaking into a new market or adopting a new technology.

24/7 Distribution employs over 100 people across Australia, New Zealand, India, Fiji and Singapore.

For more information, please visit www.247distribution.com.au.

About 3Com Corporation

3Com Corporation is a \$1.3B global converged network infrastructure supplier that helps customers achieve business success by delivering solutions

that provide exceptional value. Through its TippingPoint division, 3Com is a leading provider of network-based intrusion prevention systems that deliver in-depth application protection, infrastructure protection, and performance protection. For further information, please visit www.3com.com, or the press site www.3com.com/pressbox.

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