

# ASI Solutions marks 35 years in business

With record revenues, acquisitions and solid company values

Sydney, Wednesday 8 July 2020

ASI Solutions provides innovative technology solutions to mid-market Australian private and public sector organisations. They solve real-world business issues with a technology portfolio from industry-leading vendors, coupled with their expertise and services.

ASI's portfolio spans big data, cloud services, mobility, digital transformation, security and disaster recovery. With a national footprint, ASI helps organisations from metro to regional Australia.

But perhaps the most impressive thing about ASI, especially as an operator in the demanding technology sector, is that they are 35 years old and still going from strength to strength.

The 2020 financial year saw ASI pass \$90m in revenue, finalise two acquisitions that puts the group over the \$120m mark, move into New Zealand, streamline its operations and successfully navigate a global pandemic.

## ACQUISITIONS

ASI has expanded its expertise and technology offering through two exciting acquisitions. Both of these businesses have brought sensational people and skill sets into the ASI family.

- BEArena is a specialist provider of virtual infrastructure, public and hybrid cloud solutions, managed services, and back-up and disaster recovery platforms. The acquisition has enabled ASI to grow its cloud services portfolio and adds a strong base of customers in New Zealand.

- Forward IT is a Canberra based provider of hardware, software and managed services. Their knowledge of the Canberra market, particularly Government, strengthens ASI's expertise in this important segment.

## DELIVERING VALUE TO THE MID-MARKET

Mid-market businesses face a range of challenges. They are often in a highly competitive environment, always needing to stay one step ahead of their rivals. In 2020, these challenges were heightened by the COVID-19 pandemic. This drove an unprecedented increase in demand for some, whilst for others it triggered the need to pivot.

being a true partner, aligning itself with their aspirations. Through ASI's own commitment to sound social and environmental practices, they help their mid-market clients deliver theirs.

## PEOPLE AND VALUES

ASI's staff are at the heart of delivering customer value and they have continued to invest significantly in their people. During the COVID-19 lockdown, they supported staff to transition (in just one week) to a fully remote workplace. They implemented a staff engagement program to ensure every team member was supported with constant communication, collaboration and feedback. They have negotiated the pandemic with zero reduction in headcount and no impact on customer support.

ASI places its values, as ever, at the heart of its business. Clients, partners, vendors and staff alike all value working with an ethical and responsible organisation - everything ASI does is underpinned by its values:

- Dare to be different
- Our word is our bond
- One in, all in
- Do it right the first time
- Family matters

## THE BOTTOM LINE

The value and success that ASI delivers to its customers is reflected in ASI's own achievements. Its expansion and growth has seen ASI achieve another year of record financials with consolidated earnings up 40% significantly at \$120m. This demonstrates ASI's desire to exceed clients' expectations and is a testament to their commitment to customer value.

## THE YEAR AHEAD

The future looks bright for ASI. The 2021 financial year will see it continue to focus on:

- Integrating its two new businesses into the ASI family
- Growing the company's presence in New Zealand
- Considering options for further acquisitions across Australia including Adelaide, Brisbane, Perth, Melbourne, and exploring the idea of a regional presence

ASI's success has always been founded on its ability to adapt, from PC manufacturer to an end-to-end Solutions Provider. It's a strategy that sees it going from strength to strength at the grand old age of 35 and, no doubt, well beyond.

## ABOUT ASI SOLUTIONS

ASI Solutions has been a provider of innovative and pioneering business technology solutions to Australian private and public sector organisations for over 35 years. We choose innovative technology solutions which are matched to each client's unique business needs, taking a solutions oriented approach and working to deliver a clear return on investment.

Our global technology offerings and professional implementation model provides greater efficiency and returns for all customers. We make this happen with real insight into the external forces impacting IT environments, and we balance the needs of business to help our customers' transition to the operating challenges of tomorrow.

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