



Genetec unveils new go-to-market strategy in Australia & New Zealand

Adopts direct relationship with Systems Integrators and Channel Partners

SYDNEY, AUSTRALIA/MONTRÉAL, 9 November 2020 — Genetec Inc. (“Genetec”), a leading technology provider of unified security, public safety, operations, and business intelligence solutions, today announced a new go-to-market strategy for Australia and New Zealand which will see the company now engaging directly with its expanding network of Systems Integrators. To support its new strategy, Genetec has already assumed responsibility for all aspects of its customer service program including Warranty and Returns; Advanced Replacement Program; Training; Customer Support Services; Pre-Sales & Post-Sales support; and Partner Programs. The company has also appointed key contact points for its System Integrators and engaged a third-party logistics company to deliver a seamless supply chain. “We are committed to expanding our footprint across Australia and New Zealand and this is the optimal go-to-market strategy to ensure the most sustainable and resilient business for our partners and ourselves,” said George Moawad, Country Manager, ANZ at Genetec. “As the physical security market continues to mature, a direct relationship with Systems Integrators aligns us more closely, and together brings us closer to our users. This model will enable us to better understand the challenges our partners and users face, deliver better value, and ensure we can swiftly bring innovative and locally relevant solutions to the Australian and New Zealand markets.” The Genetec Channel Partner Program has three levels : Certified, Elite & Unified Elite. The Genetec team in Australia and New Zealand will be directly responsible for all aspects of certification, training, and ongoing education designed to enhance the expertise of our System Integrators. “We’re looking forward to working directly with the Genetec team in the region,” said Umberto Tosti, Managing Director of Genetec Unified Elite Channel Partner, Fortis Security. “Being able to directly update Genetec about our customers’ priorities, problems, and opportunities, as well as rapidly access up-to-date product training, will enable us to deliver even better outcomes.” For more information on the Genetec channel partner program visit: <https://www.genetec.com/partners/channel-partner-program> George Moawad, Country Manager, ANZ at Genetec --ends--

About Genetec Genetec Inc. is an innovative technology company with a broad solutions portfolio that encompasses security, intelligence, and operations. The company’s flagship product, Security Center, is an open-architecture platform that unifies IP-based video surveillance, access control, automatic license plate recognition (ANPR), communications, and analytics. Genetec also develops cloud-based solutions and services designed to improve security, and contribute new levels of operational intelligence for governments, enterprises, transport, and the communities in which we live. Founded in 1997, and headquartered in Montreal, Canada, Genetec serves its global customers via an extensive network of resellers, integrators, certified channel partners, and consultants in over 80 countries. For more information about Genetec, visit: www.genetec.com © Genetec Inc., 2020. Genetec, Security Center AutoVu, Security Center AutoVu MLC, and the Genetec logo are trademarks of Genetec Inc. and may be registered or pending registration in several jurisdictions. Other trademarks used in this document may be trademarks of the manufacturers or vendors of the respective product.

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