



WHY USE DISTRIBUTION

KEY REASONS FOR VENDORS:

- Expanded partner reach, new types of partners
- Credit lines and specialised financing programs
- Accelerating growth through proven route to market
- Partner marketing prowess (to drive product/solution awareness)
- Manage partner relationships (scalable resources)
- Trusted business advisor to thousands of solution providers
- Business and go to market planning

KEY REASONS FOR SOLUTION PROVIDERS:

- Product breadth, availability and inventory
- Decreased risk/cost of adding new vendors/solutions
- Reduced administrative overheads and constraints
- Multi-vendor solutions capabilities
- Flexible credit terms and specialised financing programs
- Market knowledge and insights e.g. new technologies, trends
- Marketing support and funds
- Partnership/networking opportunities