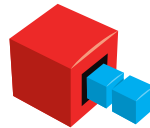The DC Experience

Channel Services

DISTRIBUTION CENTRAL®

your services hub for IT logistics™

"

Our business has grown to a size where we have the reach and assurance of a large distributor but remain specialised. This balance is our strength and what makes us unique. It means that we can offer our partners the ultimate channel experience –

the DC Experience.

Contents

We are Distribution Central

- We are 100 % channel focused.
- We know how to link technology trends to end-customer and reseller needs, bringing value-added solutions and business benefits to the end-user, through our reseller partners.
- We take to market advanced and emerging technology solutions.
- We continue to invest in building our world-class logistics and asset management portal, DC ChannelControl™.
- We pride ourselves on offering exceptional customer support and care.
- We are a mature yet agile and creative channel enabler. This is the experience we offer our key stakeholders: vendors, resellers and our staff.

DC FIELD™

Pre-sales Professional Services

Professional Services

Distribution Central offers a range of pre-sales and installation services from pre-configuration to fully customised rollouts. Our engineers have been vendor certified at the highest levels to ensure our support is second to none.

In Australia, each Distribution Central business unit – Firewall Systems, ViViD Systems and Fusion Systems – is supported by its own engineering and technical staff with national coverage. In New Zealand, our local team provides engineering and technical support to the NZ channel. We have pre-defined Scope of Works documents that cover all aspects of our installation services.

Inventory & Logistics Management

Distribution Central services a variety of reseller needs from project fulfillment through to low value/high volume fulfillment requirements. We can service large scale national and international rollouts, managing all aspects from the pre-configuration to the logistics and warehouse management.

Our internally developed channel management software – DC ChannelControl - provides our partners with the ability to create and edit quotes online, search pricing, manage DC FireBlanket contracts, apply for evaluation stock, manage renewals and licencing, and run business intelligence reports.

Evaluation/Demo Stock Program

Distribution Central holds a wide range of evaluation/demo stock. Applying for evaluation stock is easy – simply complete the online form available in DC ChannelControl and one of our technical staff will review and respond to your request..

For more information contact your local Distribution Central Account Manager.

info@distributioncentral.com
www.distributioncentral.com

info@distributioncentral.co.nz
www.distributioncentral.co.nz

DC SMARTSTAGE™

Pre-configuration & Hot Staging

DC SmartStage delivers a range of pre-configuration and hot staging services through our custom-built staging room and our team of technical experts.

DC Stage

DC Stage delivers pre-configuration, hot staging and asset tagging services.

Our comprehensive technology preparation program enables us to manage and configure all hardware and software for the end-user. We also offer a comprehensive and secure asset tagging service.

DC Hot Bench – Third party staging

Do you require just space in a staging facility for your staff to use for a limited time? Partners can purchase bench space in Distribution Central's state-of-the-art Staging Room at its Sydney head office for set periods of time, with access to power, internet, and storage in DC's warehouse facility if required. Contact your local Account Manager for a tailored quote to suit your requirements.

DC POC

DC POC is a specialised service that covers all aspects of a Proof-of-Concept (POC) including the supply of demonstration equipment; technical expertise; documentation for managing the POC; and post-POC reporting. DC POC ensures that Distribution Central's partners run a successful POC every time and increase their opportunity conversion rate.

For more information refer to the DC POC brochure.

DC PODfactory

DC PODfactory delivers Product-on-Demand (POD) solutions that integrate best-of-breed technology components from our leading technology vendors to produce a pre-defined architecture that solves contemporary business problems. DC PODs also include existing reference architectures such as FlexPod and vShape.

DC PODs include:
- RecoveryPOD – CommVault, NetApp & Fujitsu
- PerformancePOD – Riverbed & Fujitsu
- SplunkPOD – Splunk, NetApp & Fujitsu
- FlexPod – NetApp & Cisco
- vShape – Fujitsu, NetApp & Brocade
- And more.

For more information For more information contact your local Distribution Central Account Manager or refer to the DC PODfactory brochure.

info@distributioncentral.com
www.distributioncentral.com

info@distributioncentral.co.nz
www.distributioncentral.co.nz

Training and Enablement

DC Master provides our channel partners with the highest standards of education and training for them to enhance their own businesses and services. Our key services include:

- A professional, independent Authorised Training Centre for vendors
- Technical training services
- Consulting services
- Certification workshops

DC Master is delivered through Red Education™, a business unit of Distribution Central that is also the leader in specialist training and consulting services for the IT community across the Asia-Pacific region.

Our trainers

Our trainers are experienced IT professionals who bring a wealth of practical experience and training knowledge to the classroom. Courses are designed to provide a balance of conceptual and practical information, ensuring well-retained technical know-how for all users and channel providers.

Buying training

Buying training is as simple as selecting the relevant SKU on your next DC quote. If you are creating your own quote online, the relevant course will be available as an optional extra for your product selection. If working with one of our staff, simply ask them to including training in your existing quote. We believe that proper training should never be an afterthought.

Headquartered in Sydney, Red Education regularly conducts courses in Melbourne, Brisbane, Perth, Adelaide, Canberra, Auckland, Wellington, and throughout the Asia-Pacific region.

Visit the Red Education website for a current list of vendors represented by Red Education. For more information refer to the DC Master brochure.

Australia 1300 65 19 17
New Zealand 0800 44 99 38
Singapore 6635 6407

info@rededucation.com
www.rededucation.com

DC RESIDENCY™

RED EDUCATION®
empower yourself™

Professional Services delivered by certified and expert resources

Distribution Central's DC Residency service delivers highly trained and certified resources that our partners can access to deliver a professional services engagement for their end-user.

DC Residency can provide you vendor-certified engineers that offer a range of professional services for any of your vendor technologies, ensuring that you can offer your end-user virtually any solution, and never miss out on an opportunity.

Residency covers expertise in:

- Requirements definition or analysis
- Solution architecture and design
- Integration and build
- Installation and deployment
- Upgrades
- Health checks
- Testing under various failure scenarios
- Handover/knowledge transfer of the solution
- Project management of all of the above

Highly trained and certified resources:

- Resident on-site engineers wherever you need them
- Resources for both short and long-term projects
- Staff augmentation
- We act as your representative when dealing with your customer

Custom scoping for bespoke projects

DC Residency is delivered through Red Education. We can deliver on any vendor in your portfolio, however we have particular experience in the vendor technologies listed on our website. www.rededucation.com.

For more information contact your local Distribution Central Account Manager or refer to the DC Residency brochure.

info@distributioncentral.com
www.distributioncentral.com

info@distributioncentral.co.nz
www.distributioncentral.co.nz

DC CHANNEL SUPPORT™

24x7 Technical Assistance Centre

DC ChannelSupport is a dedicated 24x7 Technical Assistance Centre (TAC) that ensures your IT infrastructure is supported to minimise downtime and reduce impact to productivity.

Managing a complex install base with multiple vendor solutions, licences and devices with minimal resources is a significant challenge for many businesses. We provide expertise and skills in a broad range of vendors and solutions and deliver to Service Level Agreements (SLAs).

DC ChannelSupport offers a range of services to support your technical assistance requirements:

- Our helpdesk is manned by expert certified technical engineers
- We deliver on agreed SLAs
- Phone and email communication
- Advance hardware replacement service (DC FireBlanket)
- Product lifecycle management service via *iasset.com*

DC ChannelSupport is currently a TAC for Palo Alto Networks.

For more information on how to submit a support request for Palo Alto Networks refer to the DC ChannelSupport brochure or visit the Firewall Systems website www.firewalls.com.au or the Distribution Central New Zealand website www.distributioncentral.co.nz

Submit your support request via email or phone:

support@channelsupport.com
Australia 1300 247 877
New Zealand 0800 327 877

DC CLOUD SELECT™

Cloud solutions enablement and marketplace

DC CloudSelect is Distribution Central's award-winning channel service that enables partners and their customers to transition to the cloud. DC CloudSelect allows partners to maximise cloud opportunities by providing them access to:

- A broad technology portfolio to build cloud delivered solutions and managed services
- Rapid enablement and deployment of public, private and hybrid cloud solutions
- Cloud-ready pre-defined solutions – CloudPODs
- An online configurator to assist in configuring and quoting any cloud-enabled solution
- An online payment gateway that simplifies and manages the billing requirements of a cloud consumption model – DC ChannelGateway
- Pre and post-sales consulting and implementation services

The DC CloudSelect framework allows the rapid adoption of cloud and the ability to transact cloud-enabled solutions without channel partners having to invest in systems to manage cloud transactions.

DC CloudSelect provides channel partners and their customers the technology, tools and expertise needed to transition efficiently to the cloud at all stages of the cloud adoption cycle.

DC CLOUD SELECT™

powered by amazon web services   AVAYA   BLUE COAT   BROCADE   commvault   EQUINIX

EVault A Seagate Company   F5   FUJITSU   paloalto networks   NetApp   riverbed

simplivity   SOPHOS   splunk>   Quantum

For more information contact your local Distribution Central Account Manager or refer to the DC CloudSelect brochure.

cloud@distributioncentral.com
www.distributioncentral.com/cloud

ARN ICT INDUSTRY AWARDS 2013 WINNER

2013 Best Distributor Initiative

DC CARBON CONTROL™

Comprehensive carbon offset program

2011 Sustainability
Distributor of the Year

2010 Finalist,
Best Distributor Initiative

CarbonControl™

Distribution Central has developed a comprehensive carbon offset program that is designed to offset the carbon emissions generated by the manufacturing and power consumption of the hardware we distribute, and the freight used to deliver the hardware from our warehouse to the end user customer.

Carbon Credits and Buy One Get One Tree™ are programs that work together to deliver real benefits for our environment.

Carbon Credits

DC CarbonControl is a unique carbon offset program that calculates the carbon offset required to offset the manufacture and annual power consumption of participating vendors' products.

Distribution Central has partnered with The Carbon Credits Trust to run its Carbon Credits program. The Trust provides high quality carbon credits to offset carbon emissions.

Buy One Get One Tree™

For every invoice we issue, Distribution Central makes a donation to Carbon Neutral, an Australian not-for-profit organisation. Each donation is equivalent to the planting of a native tree in Australia.

Carbon Neutral is a not-for-profit organisation that works with hundreds of organisations to measure, reduce and offset greenhouse gas emissions and support rejuvenation projects. Its mission is to reduce carbon emissions through education and re-vegetation.

For more information about Carbon Neutral, visit www.carbonneutral.com.au

For more information about the Carbon Credits Trust, visit www.carboncredits.com

DC FIRE BLANKET™

Advance Hardware Replacement

Distribution Central understands the critical nature of your customers' IT infrastructure and we have developed a unique Advance Hardware Replacement Service to suit.

The service covers your customers in the event that the hardware in their network fails. The service is delivered in one of two ways depending on the vendor product that is covered:

- We ship a replacement product to the customer; or
- We ship a loan unit that the customer can use until their replacement unit arrives.

Either way, we collect the faulty unit and return it on behalf of the customer to the manufacturer at no extra cost. Our standard service for most capital cities is next business day, and all other customers throughout Australia benefit from negotiated service level agreements. Extended-hour contracts are available.

DC FireBlanket™ is available, with flexible contract terms and pricing, for all hardware products distributed by Distribution Central.

Response Levels

DC FireBlanket provides four different service levels:

1. Next business day hardware replacement
2. 8 hours per day, 5 days per week, 4 hour response hardware replacement (8x5x4) delivery only during business hours with specified coverage
3. 24 hours per day, 7 days per week, 4 hour response hardware replacement (24x7x4) with selected coverage.
4. Onsite spares unit

| Plan	Availability	Response
24x7x4	24 hours a day, 7 days a week	Within 4 hours
8x5x4	9-5 weekdays	Within 4 hours
8x5NBD	9-5 weekdays	Next business day

Customer Responsibility

The customer must contact the vendor and perform normal troubleshooting procedures. If the vendor provides you with a RMA number then please call the DC FireBlanket hotline.

Customer initiates DC FireBlanket response by calling the DC FireBlanket hotline

DC FireBlanket rapid resuscitation of customer's business network

Pre-configured loan replacement unit shipped ⟷ Permanent replacement unit shipped

Distribution Central returns dead unit to manufacturer

Repaired unit returned and loan unit collected

DC FireBlanket Hotline:

**Australia
1300 663 972**

**New Zealand
0508 DCHELP
(0508 324 357)**

**Singapore
6664 0888**
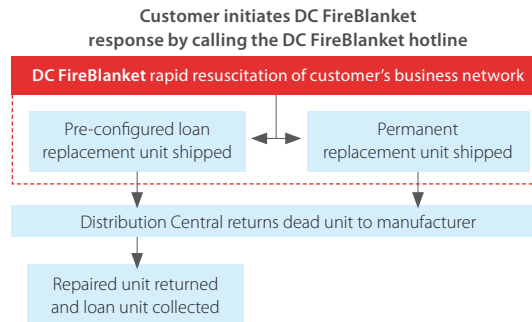
DC FUNDS™

Flexible finance solutions

DC Funds provides you with a flexible finance solution for all of your customers' IT requirements including hardware, software and related services such as installation, maintenance and training. DC Funds is also suitable for Service Providers that are selling cloud or managed services to the end user.

Distribution Central created DC Funds to offer an effective finance solution that enables our partners to:

• Seek out additional revenue opportunities
• Increase profitability by delivering real cost savings
• Establish a more permanent and substantial stake in the market.

DC Funds also enables partners to deliver an "X-as-a-Service" program by shifting from capital expenditure to operating cost payment structures, offering the following benefits:

• increased upfront cash flow
• shift underwriting risk and balance sheet scalability
• have the ability to tender for any managed services transaction regardless of the amount of equipment required - $50,000 or $5,000,000.

How DC Funds works

Speak with your local Distribution Central Account Manager to request a DC Funds quote and proposal. The initial quote will include costs for a 3 year lease or payment solution. DC Funds can also facilitate different types of models and is therefore suitable for complex or unique cloud service arrangements.

DC Funds is a service provided by Distribution Central in collaboration with FlexiEnterprise and its parent company, FlexiGroup, an ASX200 listed entity, which has been serving Australian and New Zealand businesses for more than 25 years.

For more information refer to the DC Funds brochure.

To request a DC Funds quote email dcfunds@distributioncentral.com

FLEXIGROUP

DC CHANNEL CONTROL™

Online transaction and enablement resource centre

Distribution Central has invested in the development of its own custom-designed and custom-built online transaction and enablement resource centre.

DC ChannelControl offers a range of services, online and in real-time:

- Price and vendor program management including partner level pricing
- Create, edit and manage your own quotes
- Online real-time configurator
- Deal registration
- Create DC FireBlanket (advance hardware replacement) requests and manage existing requests.
- Reporting and analysis including open orders, back orders, sales history and more.
- Pipeline management
- Evaluation management - apply for evaluation stock and manage existing applications.

How to apply for access to DC ChannelControl

To access DC ChannelControl, you will need to register for a Central-ID login, which is available on the homepage of the Distribution Central (or relevant business unit) website.

Hover your mouse over the Central-ID Login and select "New Registration". Complete the form and your request will be processed by our team and you will be contacted via email with your login details.

If you are not a registered Distribution Central reseller, you will need to complete the Distribution Central Reseller Agreement before being able to sign up for a Central-ID login. Visit the Distribution Central website to download the agreement from the "Resources" page.

For more information contact your local Distribution Central Account Manager.

info@distributioncentral.com
www.distributioncentral.com

info@distributioncentral.co.nz
www.distributioncentral.co.nz

DC CHANNEL GATEWAY™

Online Payment Gateway

Distribution Central has invested in the development of its own custom-designed and custom-built online tools to streamline the transaction process for reseller partners and maximise every opportunity.

B2B Gateway

The B2B Gateway offers partners the ability to order online including credit card payments. This service is currently available for Sophos and Avaya partners with more vendors to be added.

DC CloudSelect Billing Engine

DC CloudSelect is Distribution Central's award-winning cloud service. DC CloudSelect offers a range of cloud-ready solutions and an online transaction tool that simplifies and manages the billing requirements of a cloud consumption model.

- Transact usage-based consumption of CloudPODs
- Covers multiple cloud-enabled solutions and vendors
- Enables reseller partners to deliver a cloud service without investing in the systems/tools required to manage usage-based transactions.

For more information contact your local Distribution Central Account Manager.

info@distributioncentral.com
www.distributioncentral.com

info@distributioncentral.co.nz
www.distributioncentral.co.nz

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DC BROKERAGE™

Brokerage service

DC Brokerage is a unique service specifically for large reseller partners to consolidate purchasing from smaller suppliers to make the supply process simpler and less costly. DC Brokerage also adds the extra value of overlaying our leading channel management systems.

Our reseller partners can negotiate a brokerage agreement with Distribution Central that covers a range of services including:

- Sourcing
- Negotiation
- Supply/management consolidation
- Payment services
- Logistics
- Storage
- Asset tracking through DC IBAM (powered by *iasset.com*)

Distribution Central offers the following additional services to assist organisations in improving transactional efficiency:

- Consolidated payment services in any currency required (subject to governmental restrictions)
- Project fulfilment
- Staging and pre-configuration
- DOA management
- Cradle to grave asset tracking
- Asset tagging
- Global logistic solutions
- Asset and renewal management through DC IBAM (powered by *iasset.com*)
- POS reporting through DC ChannelControl

For more information contact your local Distribution Central Account Manager or refer to the DC Brokerage brochure.

brokerage@distributioncentral.com
www.distributioncentral.com
www.distributioncentral.co.nz

DC IBAM™

Install Base Analytics & Management

DC IBAM, powered by *iasset.com*, is a unique Software-as-a-Service platform and service, which gives you:

- complete control of every asset you have sold through Distribution Central
- access to one of the most advanced asset, renewal and product management solutions in the market
- access to highly skilled and dedicated renewal specialists who can assist you in developing your annuity business.

The fact is, most customers need assistance to manage the assets they buy, particularly technology assets where solutions often include hardware, software, user licences, training, maintenance and renewals contracts.

iasset.com is the online platform that lets you solve that problem for customers and in doing so, increasing the number of ways you can offer value to them. DC IBAM lets you deliver that value and improve your revenue and profit while you do it.

- run successful upgrade, refresh and cross-sell campaigns to your own customer base.
- maintain a live, accurate history of every product you've sold with a complete audit trail from order to delivery
- renewal and product lifecycle management
- automatically generate licence renewal quotes 90, 60 and 30 days before licences expire

- complete asset management system that includes integration with Google maps to track asset location
- manage warranty conversions and subscriptions to alert you to new sales opportunities
- secure gateway only accessible from a registered IP address
- business intelligence that will allow you to better service your customers and grow your business.

Registration and Access

To activate your DC IBAM account simply register at www.dcibam.com. Once your registration request has been processed and verified, you will receive a confirmation email.

For more information contact your local Distribution Central Account Manager or refer to the DC IBAM brochure.

1300 678 390
renewals@dcibam.com
www.dcibam.com

Powered by

iasset.com®

DC STARTER™

Marketing and business development

At Distribution Central, we aim to help business partners access and make the most of available vendor co-operative marketing funds. We recognise that not every partner has in-house marketing and lead generation expertise, or the time to set up, run and manage programs.

That's why we've developed a menu of lead generation and marketing programs you can access directly through us.

DC Starter can help you:

- implement professional and proven marketing & lead generation activities
- improve your chances of receiving vendor funding approval
- budget more effectively because many of the programs are fixed-price and fixed-scope
- access B2B IT marketing and lead generation advice and consultancy services
- shorten your sales cycle, generate more leads and improve your overall marketing effectiveness.

Services include:

Marketing advisory services

Data Services – ensure your customer data is accurate

Prospect data list acquisition – find the right and database list to market to.

Telemarketing including:
- Email and telemarketing lead generation
- Complete lead generation managed service
- Follow up calls for event attendance

Email campaigns including:
- Standard HTML email campaign
- Whitepaper email campaign
- Email newsletters

Enablement programs including seminars, workshops, training and more.

Event management services including:
- A full range of event management services charged at an hourly rate.
- Executive/boardroom and roundtable lunches
- Seminars, workshops & training
- Trade show or industry conference logistics support

Customer satisfaction surveys
Media buying
Google Adwords
Direct mail
Promotional collateral

For more information contact marketing@distributioncentral.com or refer to the DC Starter brochure.

www.distributioncentral.com
www.distributioncentral.co.nz

DC MANIA™

MANIA 2013: Where good karma comes to those who earn it.

MANIA ☁'13

MANIA 2014: TURKISH DELIGHTS
Where our 12 high achievers will experience the taste of success.

DC MANIA is a high level executive networking experience that brings together the key decision makers from Distribution Central's top 12 resellers from Australia and New Zealand, and sponsoring vendors.

The audience is made up of key technology decision makers from Distribution Central's qualified reseller base.

MANIA is the ultimate networking opportunity for Distribution Central's top vendor and reseller partners and it has been delivered successfully each year since Distribution Central's inception in 2004.

MANIA runs from 1 June until 30 September each year, and the summit is held in November in a different location. Previous locations have included Japan, Bangkok, South Africa, Hawaii, Northern Thailand and India.

For more information contact your local Distribution Central Account Manager.

info@distributioncentral.com
www.distributioncentral.com

info@distributioncentral.co.nz
www.distributioncentral.co.nz

Marketing and Business
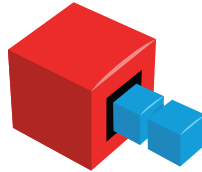
DISTRIBUTION CENTRAL®
your services hub for IT logistics

DC EXPERIENCE

FIREWALL SYSTEMS®
prepare yourself™

security, availability
& performance

ViViD SYSTEMS™
free yourself™

voice, video & data

FUSION SYSTEMS
centre yourself™

data centre,
storage & virtualisation

RED EDUCATION®
empower yourself™

training &
professional services

THE DC EXPERIENCE

10 years in business

60+ years' collective experience

8 branches in ANZ and Singapore

$275m+

From $1.7m to $275m+ revenue in 10 years.

$1.7m

DISTRIBUTION CENTRAL®

MAJOR AWARDS

ARN IT Industry Awards:
- Specialist Distributor of the Year, 2008
- Solutions Distributor of the Year, 2011
- Sustainability Distributor of the Year, 2011
- Best Distributor Initiative of the Year, DC CloudSelect, 2013

- F5 Distributor of the Year - 2005, 2006, 2007, 2011 and 2012
- Blue Coat Distributor of the Year - 2006 and 2007
- WatchGuard Distributor of the Year - 2000, 2002, 2003, 2007, 2008
- Riverbed Distributor of the Year - 2011, 2012 and 2013

Successful Private Business of the Year 2011, BRW ANZ Private Business Awards — **ANZ** / **BRW.**

Deloitte. Deloitte Tech Fast 50 Leadership Award, 2010

Ernst & Young Entrepreneur of the Year 2009, Scott Frew

Hall of Fame, Nick Verykios (2012) and Scott Frew (2013)

IT Executive of the Year, **CEO** CEO Magazine Executive of the Year Awards 2013, Nick Verykios

Finalist, 2014 Telstra Business Awards, Medium Business Category

BRW. fä$t 100

BRW Fast 100
Ranked 7 times in a row since 2005

'05 '06 '07 '08 '09 '10 '11

BRW 50 best places to work
Ranked 5 times since 2009

'09 '10 '11 '12 '13

GREAT PLACE TO WORK — Best Places to Work 2013 Australia — **BRW.**

$$$ **profitable** since inception with a strong balance sheet

18% to **325%** revenue growth year on year since inception

BUY ONE GET ONE TREE!

91,467 native trees planted since 2007 part of the DC CarbonControl program

www.distributioncentral.co.nz
www.distributioncentral.com
www.distributioncentral.com.sg

DISTRIBUTION CENTRAL®
your services hub for IT logistics™