

## Distribution Central Corporate Fact Sheet

Enterprise Name	Distribution Central® Pty Limited
Website	<a href="http://www.distributioncentral.com">www.distributioncentral.com</a>
Head Office	Unit 6, 39 Herbert Street, St Leonards NSW 2065, Australia
Branch Offices	Melbourne, Australia Canberra, Australia Brisbane, Australia Perth, Australia Auckland, New Zealand Wellington, New Zealand
Telephone number	1300 673 506 (AU) 0800 32 22 55 (NZ)
Fax number	+61 2 9092 5001
Number of employees	130

### Company Overview

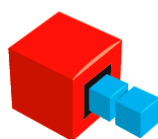
Distribution Central is a leader in digital distribution and a leading provider of specialised, technical-service orientated distribution and channel support for contemporary IT products.

Distribution Central goes beyond traditional channel distribution to bring together disruptive, advanced and emerging technology and reseller requirements in a way that makes sense to our partners and their end customers.

Distribution Central is an industry first, in that it is dedicated to servicing the vendor whilst our specialised sales, technical and marketing teams manage the reseller channel. This unique approach enables Distribution Central and its vendor partners to capitalise on all IT distribution opportunities in the Australian and New Zealand markets, without diluting the high level of specialisation required to service complex technology markets.

Distribution Central provides a complete, outsourced services hub, supporting the technology experience for the entire lifecycle of the asset from "cradle to cradle", meaning every asset is an opportunity to refresh, upgrade, cross-grade and ultimately protect through renewal.

In March 2016, Distribution Central was acquired by Arrow Electronics, Inc.



## DISTRIBUTION CENTRAL®

your services hub for IT logistics™

Security    Voice, video & data    Data centre    Cloud    Training & certification    Channel enablement services, systems & tools

## Background

Distribution Central was founded in 1992 as Firewall Systems, an IT security services provider. It was acquired by Scott Frew and Nick Verykios in 2004, who were the founders of LAN Systems (now Westcon) and other industry successes including 1World Systems and Micro Networks.

Following the acquisition in 2004, Frew and Verykios changed the company structure to the Distribution Central business model of specialised sales and technical-service business units serviced by a core logistics, finance and management back-end, which ensures necessary technology specialisation is not compromised through business growth and the necessity to divest in order to stay competitive, relevant and profitable.

## Core corporate values and attributes

- 100% channel services focused
- Significant investment in building world-class purpose-built “Channel-as-a-Service” logistics and asset management portals:
  - DC ChannelControl™ including online pricing and quoting configurator and online evaluation engine
  - DC IBAM powered by iasset.com®
  - DC ChannelGateway – B2B Gateway
  - DC CloudSelect® channel cloud enablement service – including configurator and billing engine
- Focused on advanced and emerging technologies
- Leading vendor technology delivered and backed by an unparalleled channel services model

## Technology Partners

Distribution Central’s current vendor technology partners are as follows:

Security	Voice, Video & Data	Data Centre	DC CloudSelect Marketplace (cloud-only solutions)
Blue Coat* F5 Networks* Infoblox MobileIron Palo Alto Networks* Sophos* Sumo Logic Varonis	Aruba Networks Avaya Extreme Networks Jabra Riverbed* Sonus Unify Xirrus	Arista Networks Commvault* Emerson Network Power Fujitsu NetApp* Pure Storage Quantum SanDisk SimpliVity	Amazon Web Services Device42 Equinix SIPCity Softlayer (an IBM Company)
* offering solutions that are also available through DC CloudSelect Marketplace			

## Management Team

The Distribution Central executive team is comprised of seasoned industry experts and entrepreneurs with a track record of successful distribution businesses and industry-specific knowledge, leadership expertise and start-up experience.

Nick Verykios, *Chief Executive Officer*  
Andrew Vaughan, *Chief Financial Officer*

Andrew Assad, *Chief Sales Officer*  
Mathew Mornington-West, *Chief Operations Officer*  
Carineh Grigorian, *Chief Marketing Officer*

## Industry Recognition

Distribution Central has earned a range of industry and business awards including:

- BRW Fast 100
  - 2005 ranked 32<sup>nd</sup>

- 2006 ranked 17<sup>th</sup>
- 2007 ranked 8<sup>th</sup>
- 2008 ranked 26<sup>th</sup>
- 2009 ranked 19<sup>th</sup>
- 2010 ranked 41<sup>st</sup>
- 2011 ranked 67<sup>th</sup>
- *BRW* 50 Best Places to Work
  - 2009 ranked 15<sup>th</sup>
  - 2010 ranked 22<sup>nd</sup>
  - 2011 ranked 15<sup>th</sup>
  - 2012 ranked 21<sup>st</sup>
  - 2013 ranked 31<sup>st</sup>
  - 2015 ranked 14<sup>th</sup>
- *BRW* Top 500 Private Companies
  - 2009 ranked 466<sup>th</sup>
  - 2010 ranked 387<sup>th</sup>
  - 2011 ranked 307<sup>th</sup>
  - 2012 ranked 270<sup>th</sup>
  - 2014 ranked 185<sup>th</sup>
  - 2015 ranked 172<sup>nd</sup>
- *BRW* ANZ Private Business Awards 2010 – finalist in the fastest growing private business (turnover more than \$100 million)
- *BRW* ANZ Private Business Awards 2011 – winner, 2011 Successful Private Business of the Year (turnover greater than \$100 million)
- Deloitte Technology Fast 50
  - 2009 ranked 17<sup>th</sup>
  - 2010 ranked 21<sup>st</sup>
  - Leadership Award 2010
- Deloitte Technology Fast 500 Asia Pacific 2010, ranked 306<sup>th</sup>
- Executive Chairman Scott Frew named Ernst & Young Entrepreneur of the Year 2009, Eastern Region, products category
- CEO Magazine Executive of the Year Awards 2013 IT Executive of the Year, Nick Verykios
- CEO Magazine Executive of the Year Awards 2014 IT & Telecommunications Executive of the Year, Scott Frew
- 2015 Australian Institute of Management (AIM) NSW Owner Manager of the Year, Nick Verykios
- Telstra Business Awards – 2013 finalist, Medium Business Awards category (NSW)
- ARN IT Industry Awards:
  - 2008 Specialist Distributor of the Year
  - 2011 Sustainability Distributor of the Year
  - 2011 Solutions Distributor of the Year
  - 2012 Hall of Fame, Nick Verykios
  - 2013 Hall of Fame, Scott Frew
  - 2013 Best Distributor Initiative, DC CloudSelect
  - 2015 Best Distributor Initiative, DC CloudSelect Marketplace
- Reseller News IT Industry Awards
  - 2015 Software Distributor of the Year

## Green Credentials

Distribution Central has developed a comprehensive carbon offset program that is designed to offset the carbon emissions generated by the freight used to deliver the hardware from our warehouse to the end user customer. Buy One Get One Tree™ is a program that delivers real benefits for our environment.