

## D-Link's Partner System helps the channel tackle the SMB market

**Johannesburg, 6 February 2008** – D-Link, the end-to-end networking solutions provider for both consumers and businesses has announced the creation of a new tool designed to boost greater synergy between the company and systems integrators (SIs), in order to target the small and medium-sized business (SMB) market.

The objective of this newly introduced SMB specialisation is to provide greater value-added services and solutions to enterprises and partners while also helping D-Link to increase its market share in the SMB connectivity space, in order to be positioned as the market share leader in global SMB connectivity.

The D-Partner System is an information hub or portal aimed at D-Link's value-added resellers (VARs) and SIs and is a tool these players can use to assist them in selling D-Link's SMB solutions.

The system also aims to encourage new SI partners to join, while enabling existing resellers to broaden their scope of business and enhance their business profile by adding D-Link's business class solutions to their product portfolio.

"The SMB market in South Africa is of particular significance, as it is an arena government has identified for major growth and as such, it is a market we would like to help our VARs and SIs to access," says D-Link South Africa's Marketing Manager, Karien Wood.

"Partners who register to participate in the D-Partner System will be provided access to all the tools and information needed to help them familiarise, promote, and sell the D-Link SMB product line."

This product line includes the DSA Series Multi-Service Business Gateways for bandwidth and policy-based access control, the DLM-3500 Intelligent WAN Link Manager for optimising network bandwidth utilisation, and the DWR-500 Outdoor Wireless Mesh Router for wireless municipalities and public safety.

As an online partner-specific resource, aimed at providing an effective communication framework between the partner and D-Link, the System provides users with information and tools that include product data sheets, training materials, technical documents, tools for calculating wireless distance and fade margin, product selectors for comparing and selecting products by criteria or models, case studies, and marketing collaterals.

Apart from this, the company also has a number of other initiatives that demonstrate its commitment to the channel.

These include the Test Drive Campaign 2008, a nationwide programme that allows resellers to test certain D-Link products with no obligation, while network assessment and installation training is provided free.

Those that choose to use this programme also qualify for Points in the company's Think D-Link Rewards Programme, powered by PlusPoints, another initiative that allows resellers to earn Points for selling a variety of different D-Link products. Points can then be redeemed for a variety of rewards, ranging from shopping vouchers to experiences and merchandise.

Finally, the company will also be offering its intensive two-day D-Link Certified Engineer (DCE) Course, designed to introduce, enhance and maintain the valuable skill sets that are required in the IT industry by helping attendees to achieve the highest level of technical knowledge across a broad range of internetworking-related technologies.

“With the increasing demand by SMBs for cost effective, fast and efficient network solutions to manage and improve business processes, the paradigm for focusing on consumer product mix alone is no longer sufficient, hence the need to rethink new strategies to ensure continual growth in the long term and continue providing all our channel partners with a powerful and complete portfolio of services,” concludes Wood.

- Should you wish to enjoy the benefits of being a D-Link Partner, such as broadening your business portfolio, increasing your profitability, and getting the solutions to the market faster, register at: <http://dpartner.dlink-intl.com/default.asp>

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**About D-Link**

The company continues to strive for excellence as an award winning designer, developer, and manufacturer of networking, broadband, digital electronics, voice and data communications solutions for the digital home, Small to Medium Business (SMB), and Workgroup to Enterprise environments. With millions of networking and connectivity products manufactured and shipped, D-Link is a dominant market participant and price/performance leader in the networking and communications market. D-Link is on the Web at: <http://www.d-link.co.za>