

Press Release

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Emerson Network Power - global leader in Data Centre Infrastructure, recruits Comsol to switch on Australian IT Channel

Emerson Network Power has signed Comsol Distribution as part of their commitment to better service its growing IT channel base right across Emerson's infrastructure portfolio.



Marcus Heron, Comsol Sales & Marketing Director (left) with David Scott, Emerson Network Power Australia's Managing Director (right)

Emerson Network Power Australia's Managing Director, David Scott said Emerson's strategic acquisition of Avocent in 2009 forms a key component of Emerson's integrated Data Centre Infrastructure Management (DCIM) approach. He is delighted to have Comsol on board as Avocent's long term Number 1 distributor.

"Comsol has a reputation for making it easy for partners to do business in that complex access and control space, and that skill set of which is a perfect fit for the rest of Emerson's range," Scott said.

Marcus Heron, Comsol Sales & Marketing Director understands the path ahead having spent twenty years building the Corporate Express IT business into one of the largest resellers in Australia.

Heron, who recently took a stake in the Comsol business, said he and his fellow partners were delighted to add Emerson's world leading brands, Liebert and Knurr to the Comsol portfolio. Channel partners are quite rightly looking for distributors who take the pain out of scoping and delivering solutions to their customers and that's exactly where Comsol has built its reputation.

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Resellers familiar with Comsol's high service levels have long pushed for the company to provide end to end infrastructure solutions. The expanded portfolio from Emerson, covering Power Distribution, UPS, Cooling, Racking and Containment Solutions blends perfectly with Comsol's long established leadership in Access Control and Management, perfectly positioning Comsol to provide their customers a holistic Data Centre approach.

Daniel Sargent, an Emerson veteran and their new National Partner [Reseller] Manager, said Emerson is excited about the Comsol partnership and opportunities stemming from it.

"Emerson's #1 priority is now in channel investment and over the next three years, we're looking at triple digit growth in this space. With limited vendors able to offer a complete Critical Infrastructure offering, Emerson offers partners a unique opportunity to grow their share of wallet inside the Data Centre and throughout the network. Distributors with Critical Infrastructure knowledge and experience are absolutely essential to Emerson's success in engaging the IT Channel and Comsol were a natural fit for us in that regard."

Emerson's engagement back through the channel represents a significant change in Emerson's go-to-market model and indicates a massive shift towards fostering longer term, repeat business relationships with IT resellers.

Emerson Network Power is the global leader in enabling Business-Critical Continuity with 45,000 employees, 350+ service centres and 3,270+ field engineers worldwide.

Earlier this year Comsol refreshed their own brand to reflect their increased focus in the Data Centre Infrastructure Management space. Their new website www.comsol.com.au is a fantastic resource for partners and features all the latest Emerson products and services.



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