



## **UPTIME DISTRIBUTION ADDS GN JABRA TO ITS UNIFIED COMMUNICATION PORTFOLIO**

**Sydney, October 2, 2007** – Uptime Distribution, a unique services based distributor which specialises in unified communication solutions, has announced a national distribution agreement with the world's leading headset manufacturer, GN Jabra (formerly GN Netcom).

Making up 35% of the global CC&O headset market, GN Jabra technology gives call centres and office environments complete freedom and mobility, improving staff productivity and telephone customer service. The range which is now available through Uptime includes VoIP applications, mobile communications, corded, wireless and Bluetooth GN Jabra headsets.

GN Jabra will join Uptime Distribution's existing vendors Expand Networks, specialists in WAN Optimisation and Mitel Networks, IP Telephony, making the services based distributor the essential reseller stop for complete unified communication solutions.

Tom Vukovic, Jabra's Regional Managing Director (Greater Pacific) said:

“We are pleased to appoint Uptime Distribution as a distribution partner for GN Jabra in Australia. Our focus is on growth and we're confident that Uptime's expertise, proven successes and leadership in the unified communication and VoIP space will help us to do that quickly and effectively.”

Tony Geagea, Managing Director, Uptime Distribution said:

“GN Jabra fits perfectly with our existing portfolio, given our focus on IP Telephony and Unified Communication solutions. Uptime's existing technology portfolio means we can get competitive when helping our channel sell complete telephony or call centre solutions. We are excited about having a global leader such as GN Jabra on



board and look forward to getting them the attention and recognition that they deserve throughout the country.”

To launch the new partnership, Uptime Distribution will embark on a product based national reseller education campaign over the next month. As with Mitel Networks and Expand Networks, Uptime Distribution resellers offering GN Jabra are also privy to the company’s channel friendly partner programs and support. These include:

- end user lead generation for reseller partners;
- pre-sales consulting, scoping and advice;
- end user & channel partner onsite training and demonstrations;
- 24/7 service & support desk;
- onsite engineering;
- dedicated tender response team;
- demo center facilities for partners and their end users.

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**About Uptime Distribution:** Uptime Distribution is a true value-add distributor that presents channel partners with a low risk flexible engagement model, immediately expanding their capabilities. By specialising in providing significant value above procurement and supply, Uptime Distribution effectively bridges the gap between procurement and solution delivering increased value to channel partners and their end users.

[www.uptimedistribution.com.au](http://www.uptimedistribution.com.au)

**About GN Jabra:**

Through its Jabra brand, GN is a world leader in innovative headset solutions. GN develops, manufactures and markets a broad range of wireless headsets for mobile users and both wireless and corded headsets for contact centre and office-based users. GN’s business activities also include its original equipment manufacturing (OEM) business. GN has been helping people communicate since 1869 and is a listed company on the Copenhagen Stock Exchange.

**For more information or an interview please contact:**

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