

FOR IMMEDIATE RELEASE

### Leading the way in the Cloud

#### Data#3 wins Cloud Infrastructure Partner of the Year at the VMware conference

**April 5, 2012; Brisbane, Australia:** Data#3 Limited, one of Australia's leading Information and Communications Technology companies, has been announced as the 2012 VMware Cloud Infrastructure Partner of the Year.

With global revenues of \$3.7billion, VMware has more than 300,000 customers and 25,000 partners worldwide. Headquartered in Silicon Valley, VMware is recognised as the global software leader in virtualisation and cloud infrastructure.

The award recognises Data#3's ongoing commitment and investment in offering VMware's cloud infrastructure technology as a key solution component to customers. The 2012 win reflects and further builds upon Data#3's 2011 success as the VMware ANZ Partner of the Year.

Data#3 Group General Manager, Laurence Baynham accepted the award from VMware's Channel Director, John Donovan and Vice President and Managing Director, Duncan Bennet at the VMware Partner Exchange Event in Sydney yesterday.

"Data#3's success in achieving the VMware Cloud Infrastructure Partner of the Year reflects our strategy to partner with global leaders to consistently provide the best solutions to meet our customers' needs.

"We have provided customers with a range of Public Cloud Software as a Service (SaaS) and Private Cloud options over the last three years. Our Australian-based Trusted Cloud Infrastructure as a Service (IaaS) was launched in mid-2011. Data#3's Trusted Cloud extends choice, which has resulted in a number of our customers realising the benefits of shifting capital expenditure to an operating expense model," commented Baynham.

"VMware is delighted to present Data#3 with our Cloud Infrastructure Partner of the Year Award. Our partners are at the core of our business and this award recognises the great work achieved by Data#3 over the past year. I congratulate them and look forward to continuing our work together in the future," said Duncan Bennet, Vice President and Managing Director, VMware ANZ.

Data#3's own Cloud infrastructure is based on architecture which leverages the full capability of VMware solutions to provide scalable enterprise grade services to customers. VMware technology assists Data#3 to rapidly build flexible solutions to meet the diverse range of customer needs, whether they are in Private, Trusted or Hybrid Cloud environments.

Data#3's long standing relationships with world leading technology vendors is core to our strategy in offering choice to customers in sourcing and applying technology to meet their business objectives.

### About Data#3

Data#3 Limited (DTL) is an ASX listed company that provides market leading technology solutions across a wide range of industries throughout Australia and Asia Pacific.

We consult with our customers to help them design, deploy and manage technology solutions through our five specialist businesses:

- **Licensing Solutions:** for software licensing, asset management and workforce productivity
- **Product Solutions:** for hardware procurement, warehousing, configuration, deployment and disposal
- **Integrated Solutions:** for strategic consulting, and the design and deployment of the datacentre, network and desktop infrastructure
- **Managed Services:** for essential support and hardware maintenance, selective outsourcing, and cloud-based infrastructure and software as a service
- **People Solutions:** for contractor and permanent recruitment, and human capital performance management

Data#3 reported revenues of \$697 million in the 2010/11 financial year and has approximately 1,000 employees. The company is headquartered in Brisbane and has offices across Australia.

**More information about Data#3 and its solution offerings is available at <http://www.data3.com.au>**

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## **MEDIA RELEASE**

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