

**MEDIA RELEASE**  
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## **Synnex ups local IoT push with Simble deal**

*A new distribution partnership to bring IoT energy management solutions to the market*

**SYDNEY** --- [Synnex](#), Australia's leading ICT distributor, has secured a partnership deal with [Simble Solutions](#) (ASX: SIS / Simble,) an Australian software company focused on energy management and mobility solutions, in a move to help its customers embrace business opportunities in the booming Internet of Things (IoT) space.

The newly signed deal will see Synnex distribute the *Simble Energy Platform*, an IoT enabled control and visualisation tool, designed for businesses to reduce and manage their energy consumption. The platform's two-way control using IoT, coupled with real time energy visualisation with alerts and insights, enable businesses to remotely manage and automate energy savings.

As the first Australian distributor for Simble, the partnership will give more than 6,000 Synnex partners around the country access to Simble's energy management platform.

"Synnex has a strong heritage and we have a track record of outpacing our competition through innovation, strategic partnerships and our ability to anticipate long-term trends," said Kee Ong, CEO of Synnex.

"The Internet of Things is one of the fastest growing industries in the world and 50 billion connected devices are set to hit the market by 2020. Simble's IoT energy management platform is a value-added solution that will allow us to bring the Internet of Things to our partners," Mr Ong added.

For Simble, the partnership is an opportunity to rapidly scale its business through a trusted distributor.

"This agreement is a game changer and concludes our transition from an R&D focused early stage technology company to a sales focused SaaS business. We are delighted to be chosen to supply our products through Synnex's multi-billion-dollar network alongside globally respected technology brands like HP, Intel, Samsung or Microsoft," said Fadi Geha, CEO of Simble.

"Synnex's extensive distribution network and world-class facilities will accelerate the commercial rollout of our IoT energy management solution. Together, we can reach more

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businesses to help them solve real world problems with a particular focus on today's rising electricity costs. We believe the partnership will help more Australian resellers and their end customers realise the potential of IoT technology to holistically combat this problem," Mr Geha added.

Synnex and Simble will soon launch a series of sales and marketing initiatives nationwide.

## **ENDS**

### **For more information, photos or interviews, please contact:**

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### **About Synnex**

Synnex is one of the leading distributors in Australia, working with over 6,000 partners and more than 80 vendors, providing a suite of services and solutions to value-added resellers, system integrators and computer retailers, as well as managed service providers and born-in-the-cloud providers. Synnex has a strong channel heritage, honed over decades of service to the local technology industry.

Synnex Australia operate as a division of Synnex Technology International Corporation, the largest IT distribution company in the Asia Pacific region and ranked the third largest worldwide. With offices in Melbourne, Sydney, Brisbane, Perth and New Zealand, Synnex offers value through end-to-end solutions, competitive pricing, stock availability, product reliability, on-time delivery and excellent after sales service.

### **About Simble**

Simble Solutions (ASX:SIS) is an Australian software company focused on energy management and mobility solutions. The Simble Energy Platform or 'SimbleSense' is an integrated hardware and real-time software solution that enables businesses to visualise, control and monetise their energy systems. The Company's Software as a Service (SaaS) platform has Internet of Things (IoT) capabilities and empowers enterprises and consumers to remotely automate energy savings opportunities to reduce their energy bill. Simble operates in the SME SaaS market and targets the distribution of its platform through channel partners. Simble has an international presence with offices in Sydney and Melbourne (Australia), London (UK), Auckland (New Zealand), Dubai (UAE) and Da Nang (Vietnam).

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