

Sahara, Wavestone Computers in distribution partnership agreement

Sahara has confirmed its appointment of Wavestone Computers as a distributor of the full range of Sahara PC infrastructure, including desktops and mobile & wireless solutions.

Wavestone Computers is a Pretoria-based supplier of ICT infrastructure sourced from a number of recognised vendors.

These globally acclaimed brands include Foxconn, Jaspa, Lexmark, Maxtor, Microsoft and Samsung. The company already enjoys a relationship with Sahara based on ongoing support for the Sahara mobile solution offering.

Gary Naidoo, deputy MD at Sahara, says the partnership is a very positive step in the company's effort to extend its reach, particularly from a regional perspective.

"We have a very well established presence in Gauteng, and have decided to emphasise our services and offering, and add value to the channel by reinforcing support for retailers and partners in the northern regions of South Africa," says Naidoo.

"Wavestone Computers is an experienced, established provider of PC infrastructure services and support. It enjoys a wide regional reach and we believe has the experience, knowledge and resources to assist us in growing our market share. It is also understood that the long-term agreement will benefit both parties in penetrating the market space," he continues.

Gary Gradwell, General Manager at Wavestone Computers, is pleased to have entered into an agreement with Sahara and believes it will certainly reinforce his company's existing service to its dealer base.

"In the last few years we have not been able to leverage off a desktop solution in terms of a branded PC. We have been in the business of white box distribution and obviously would like to transfer the benefits of warranty and technical support. The objective is to match the volume of distributed machines with the required level of technical support. This is where we expect the branded PC to make a significant difference to our reseller and dealer base," says Gradwell.

"The choice to partner with Sahara is based on the company's credentials as an established vendor with a proven track record in technical support and value to the channel, as well as the strength of its mobile solution offering. It was important for us to associate and partner with a local company, one that has the capacity and resources to fulfill the criteria. We believe Sahara is exactly the partner we have been looking for," he adds.

END

About Sahara Computers

Established in 1997 Sahara Computers assembles and markets PCs and peripherals through a global distribution network that covers both established and emerging markets.

The company is an official distributor and Original Equipment Manufacturer (OEM) for a variety of top international vendors including: AMD, Creative, Delta, Epson, Foxconn, Intel, Lexmark, Maxtor, Microsoft, Samsung, SMC Networks and Symantec.

The core focus of Sahara's operation is the consistent and effective supply of product to rapidly expanding market sectors including corporate, government, digital lifestyle and mobile & wireless.

This operation is managed via the company's head office in Midrand, Gauteng, considered a central business hub. The Sahara business network stretches across South Africa and includes Cape Town, Durban and Port Elizabeth.

Sahara Computers has successfully extended its reach to key regions and emerging global markets including Dubai, China and India. The Sahara brand is also well known across Africa, with established company presence in countries like Botswana, Kenya, Mozambique and Namibia.

Sahara is also an accredited member of the Proudly South African campaign as well as the SAVANT global SA brand awareness initiative. Corporate social responsibility is a key priority and it continues to contribute towards projects and programs aimed at individual and community upliftment.

The name Sahara is widely associated with the development of sport, including soccer, cricket, and rugby, the support of ICT literacy and skills development initiatives, and access to much needed technology in rural areas.

Amongst the many sponsorship/ technology supply agreements in place, Sahara also concluded a deal with Mamelodi Sundowns, a top ranking soccer club competing in South Africa's Professional Soccer League.

The sponsorship is underpinned by the provision of communications infrastructure and mobile technology – including laptops, notebooks and digital lifestyle technology – and signals Sahara's commitment to the club and South African soccer in general.

Effective marketing and generating awareness are significant elements of the company's ongoing marketing campaign.

Under the direction of Atul Gupta, Chairman and Managing Director of Sahara, the company is on course to realize its vision of Sahara's vision to become a truly global brand and premier IT supplier throughout Africa.

For more information on Sahara Computers, its products and services, visit
www.sahara.co.za

Sahara Contact:
Gary Naidoo
+27 (0) 11 542 1000
garyn@sahara.co.za
www.sahara.co.za

PR Contact:
Chris Tredger
MicroZone
+27 (0) 82 683 6391
chris@micro-zone.co.za

END
