



Dicker Data to Distribute Lifesize in ANZ

Expanding Contact Centre, Collaboration & Unified Communications Solution Portfolio Across ANZ

Sydney, Australia — Oct 7, 2020 — Dicker Data is pleased to announce its new partnership with [Lifesize](#), an industry-leading enterprise unified communications company. From 6 October 2020, Dicker Data will distribute the entire Lifesize portfolio, including contact centre-as-a-service (CCaaS), cloud video conferencing, AV systems for physical meeting rooms and digital collaboration solutions, to enable organisations to improve their customer experience, collaboration and productivity.

David Dicker, Chairman and CEO of Dicker Data said, “As the future is pointing to a hybrid of remote work and physical office, we are focused on extending our contact centre, collaboration and AV solution portfolios to offer our partners a comprehensive range of market leading solutions. The demand for video collaboration technology shows no signs of abating and we believe its relevance will continue to grow in the post pandemic era.”

“Lifesize provides end-to-end collaboration solutions from the desktop to the contact centre agent and meeting room to the remote worker. These end-to-end solutions are what organisations are looking for as they standardise their communications platforms in order to provide their employees and customers with a seamless and integrated experience,” Dicker added.

Having completed its merger with cloud contact centre provider Serenova, Lifesize brings rapid deployment and secure cloud solutions to contact centres looking to offer more personalised, immersive customer interactions at global scale. Lifesize CxEngage is a Gartner Magic Quadrant-recognised CCaaS platform that empowers organisations to optimise their agent workforce in the cloud whilst maintaining consistent omnichannel customer experiences, including through the new CxEngage Video native, on-demand HD video solution for contact centres.

The Lifesize cloud video conferencing platform features industry-leading end-to-end encryption, reliability and ease-of-use in a seamless experience for both remote work environments and the in-person workplace. Physical meeting rooms can be outfitted with Lifesize 4K cameras, cloud-connected codecs and integrated Phone HD audio devices. Lifesize cloud video meetings interoperate with hardware from Poly, Logitech and other providers. Following the recent acquisition of digital collaboration pioneer Kaptiveo, Lifesize has extended its offerings with digital whiteboarding solutions that work natively with the Lifesize, Cisco Webex, Crestron and Zoom platforms.

Rob Malkin, Vice President of APAC Sales for Lifesize said, “The ANZ market, like many other regions, is yearning for a deep portfolio of leading unified communications solutions, services and support from a single vendor. With Dicker Data and its extensive network of solution partners, that’s exactly what we will provide to customers. No matter where employees are working from or how consumers choose to engage with brands, Lifesize helps make those experiences more immersive, productive, secure and efficient through cloud contact centre, video conferencing and collaboration.”

Dicker Data has stock available for immediate delivery and a team of contact centre, collaboration and professional AV experts on hand to assist partners with scoping, designing and delivering Lifesize solutions.

About Dicker Data

Dicker Data (ASX: DDR) is an Australian-owned and operated, ASX-listed technology hardware, software and cloud distributor with over 41 years of experience. Our sales and [presales](#) teams are experienced product specialists who are dedicated to helping you tailor solutions to suit your client's needs.

As a distributor, we sell exclusively to our valued partner base of over 5,500 resellers. We pride ourselves on developing strong long-term relationships with our customers, and [helping them grow](#). This customer-first approach means we are proactive in engaging with our resellers and allows us to dynamically shift with changing market conditions, in turn helping to [increase profitability](#).

Dicker Data distributes a [wide portfolio of products](#) from the world's leading technology vendors, including Cisco, Citrix, Dell Technologies, Hewlett Packard Enterprise, HP, Lenovo, Microsoft, and other Tier 1 global brands. As the leading Australian distributor for many of these vendors, Dicker Data is dedicated to helping our partners deliver industry-leading solutions built on the world's best technologies. <https://www.dickerdata.com.au/>

About Lifesize

Lifesize delivers immersive communication experiences for the global enterprise. Our complementary suite of award-winning cloud video conferencing, advanced collaboration and cloud contact centre solutions empowers organisations to elevate workplace collaboration, boost employee productivity and improve customer experiences from anywhere and from any device. To learn more about our analyst-recognised solutions and see why tens of thousands of leading organisations like RBC, Yale University, Pearson, Salvation Army, Shell Energy and NASA rely on Lifesize for mission-critical business communications, visit www.lifesize.com, www.serenova.com or www.kaptivo.com.

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