

## Tech Data and Lifesize Partner to Bring Video Communication Solutions to Organizations Across Australia and New Zealand

### New distribution partnership will extend Lifesize video collaboration portfolio to businesses of all sizes in the region

Austin, Texas — Jan 21, 2020 — [Lifesize®](#), a global innovator of video collaboration and meeting productivity solutions, today announced a new distribution partnership with [Tech Data](#) (Nasdaq: TECD) to more effectively deliver Lifesize meeting room systems and video conferencing services to a broader portion of the Australia and New Zealand (ANZ) region.

Through the agreement, Lifesize will partner closely with Tech Data to meet growing demand for cloud-based video collaboration, unified communications (UC) solutions and meeting room devices in the ANZ market. Lifesize meeting room solutions will soon be available for sale by hundreds of systems integrators and managed service providers that work with Tech Data to equip customers with technology that fits their communications needs. Further, this partnership complements Tech Data's focus on being the leading hybrid cloud, software-as-a-service and data center solution aggregator.

"Lifesize is an ideal partner to outfit meeting spaces for the future of work, particularly for organizations in which video is central to their unified communications strategies," said Wendy O'Keeffe, country general manager, Australia and New Zealand at Tech Data. "We look forward to rapidly scaling this relationship and providing our joint partners with maximum choice of the best solution set in the industry."

Effective immediately, Tech Data's deeply experienced ANZ sales team will begin offering Lifesize's [products and services](#) within its partner network as part of its full UC solutions portfolio. In the future, Tech Data plans to make Lifesize's products available on its ecommerce platform in Australia, [Shop](#).

"When working with Tech Data, I've always been impressed by the company's proven ability to gain footholds and masterfully serve the Australia and New Zealand market via a cloud delivery model," said Rob Malkin, vice president of Asia-Pacific sales at Lifesize. "Lifesize is incredibly excited to partner with Tech Data to supercharge the considerable growth we've already seen in the region through [Rooms-as-a-Service](#) and other bold initiatives."

To learn more about becoming a Lifesize partner, visit [www.lifesize.com/partners](http://www.lifesize.com/partners). To become a Tech Data partner, visit [asia.techdata.com/au/partners/](http://asia.techdata.com/au/partners/).

## About Tech Data

Tech Data connects the world with the power of technology. Our end-to-end portfolio of products, services and solutions, highly specialized skills, and expertise in next-generation technologies enable channel partners to bring to market the products and solutions the world needs to connect, grow and advance. Tech Data is ranked No. 88 on the Fortune 500® and has been named one of Fortune's World's Most Admired Companies for 10 straight years. To find out more, visit [www.techdata.com](http://www.techdata.com) or follow us on [Twitter](#), [LinkedIn](#) and [Facebook](#).

## About Lifesize

Headquartered in Austin, TX, Lifesize combines best-in-class, cloud-based video conferencing services with integrated

equipment to help you present your business in the best light. Recognized as Frost & Sullivan's Cloud Video Conferencing Vendor of the Year, Lifesize leads the industry in customer satisfaction with the world's first 4K video conferencing solution and 4K service architecture. Together with a full suite of integrations and offerings designed for businesses of any size, Lifesize sets a new standard for workplace communication and productivity on a global scale. To see why companies like Yelp and Major League Baseball rely on Lifesize for their mission-critical team communication, visit [www.lifesize.com](http://www.lifesize.com) or follow the company [@Lifesize](https://twitter.com/Lifesize).

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