

Synnex case study

Synnex Australia Pty is one of the largest distribution companies in Australia. It is a significant division of Synnex Technology International Corporation, the largest IT distribution company in the Asia Pacific region and ranked the third largest worldwide.

Synnex Australia services all businesses in the IT industry including SME Resellers, System Integrators, Computer Retailers, Original Equipment Manufacturers, Corporate Retailers and VARs. It also has a growing retail division and has partnerships with all of the key retailers in Australia including Dick Smith, Myer, JB Hi-Fi and Harvey Norman www.synnex.com.au.

PR Objectives

- To position Synnex as one of the largest distribution companies in Australia
- To communicate the financial strength of the company using locally developed media releases

Approach

BENCH PR worked closely with Synnex to draft media announcements about new customers and financial results and distributed them to key IT journalists.

Significant profile opportunities were secured for Synnex and entries were drafted and submitted for key industry awards.

Results

- Four page profile article secured in CRN magazine – August 2009
- Two page profile article secured in ARN magazine – July 2009
- <http://www.crn.com.au/News/161348,synnex-breaks-revenue-records.aspx>
- <http://www.crn.com.au/News/162369,synnex-signs-oki.aspx>
- http://www.arnnet.com.au/article/336033/synnex_chief_resellers_still_hurting_from_down_turn/
- http://www.arnnet.com.au/article/328124/samsung_appoints_synnex_it_products/
- http://www.channelnews.com.au/Sales_And_Marketing/Marketing/B5V5K6R5
- <http://www.crn.com.au/News/161761,synnex-expands-sme-offering-with-samsung-deal.aspx>