

Award confirms ADI Global as a leading distributor



From left: Jan van Essen, senior account manager, IP Video, ADI Netherlands; Chris Brown, EMEA product marketing leader, IP and Video; Ray Ashby, Integrated Systems product manager, ADI UK; and Andrew Stead.

ADI Global Distribution South Africa has won the Axis Communications "Regional Distributor of the Year Award 2009". This recognises ADI's resourcefulness and commitment in achieving constant and steady growth in IP security solutions throughout 2009 in South Africa.

ADI says it has worked hard to establish a leading role in the distribution of IP security solutions and has succeeded in delivering significant growth in Axis sales.

The award was presented by Axis Communications during its three-day Distribution Conference from June 10-12, 2010 in Lisbon, Portugal. **Andrew Stead**, ADI Global Distribution's general manager in South Africa accepted the award on behalf of the company.

"We are delighted to have won this award as it underlines our role as a key player in the distribution of IP security products and our efforts in helping the security market to embrace IP solutions," commented Andrew.

"Axis is an important supplier and we are especially pleased with the progress we have made with the brand in the traditional security market. Axis is constantly developing new and

innovative solutions to meet the demands of the IP security market."

"We are very happy to be able to present ADI South Africa with the Axis Communications Award for 'Regional Distributor of the Year 2009,' said **Roy Alves**, country manager South Africa of Axis Communications.

"ADI South Africa has driven a constant and steady level of growth with Axis which we felt had to be recognised formally. They showed outstanding skills in growing the number of Axis partners in the region, while providing superb support from their video surveillance team. We would therefore like to congratulate ADI South Africa and thank them for their commitment to Axis during 2009."

The "Regional Distributor of the Year 2009" award for South Africa was one of four awards ADI received during the Axis Conference. ADI UK and Ireland and ADI Netherlands each won "Regional Distributor of the Year 2009" awards for their regions, and the ADI EMEA organisation won recognition with the "Best Growth Network Video EMEA Award 2009". ■

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