

**MEDIA RELEASE**

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**FOR IMMEDIATE RELEASE****Data#3 Wins Cisco APJC Smart Services Partner of the Year****Accepts award via Cisco TelePresence in a Data#3 company first**

**December 6, 2012; Brisbane, Australia:** Data#3 Limited, one of Australia's leading Information and Communications Technology companies, has been announced as the FY12 Cisco Services Asia Pacific Japan and Greater China (APJC) Smart Services Award in the Partner category for Australia and New Zealand.

The award was announced at the Cisco APJC Partner-Led Conference in Bangkok and recognises partners across the region for their use of Cisco intellectual capital and proactive service capabilities.

Partners were evaluated on how they have used Cisco Smart Services to accelerate the profitable growth of their services business during the past 12 months through uncovering new opportunities and greater insight into network performance.

The Data#3 Maintenance Solutions business has actively promoted and incorporated Cisco Smart Services in conjunction with its existing Cisco maintenance offerings. The business intends to further develop this strategy by increasing its investments in Cisco Smart Services to drive long-term effectiveness through this program.

Data#3 Group General Manager, Laurence Baynham accepted the award via TelePresence and said that the company was pleased to be recognised with this achievement.

"The award recognises the company's strength in ensuring customers receive the benefits involved throughout the lifecycle of Cisco products and services with Data#3.

"Data#3's investments in technology solutions from global leaders, such as Cisco, is consistent with our overall strategy to bring the best solutions to our customers," concluded Baynham.

David Loy, Director of Cisco Services for Australia and New Zealand, commented, "Data#3 has a proven track record of identifying market transitions and moving into these opportunities with great success. We are excited to be working with Data#3 as a leading Cisco Gold Certified Partner in the Smart Services space."

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The award underpins Data#3's achievements and performance across Cisco product and services as a Cisco Gold Certified Partner.

### About Data#3

Data#3 Limited (DTL) is an ASX listed company that provides market leading technology solutions across a wide range of industries throughout Australia and Asia Pacific.

We consult with our customers to help them design, deploy and manage technology solutions through our five specialist businesses:

- Licensing Solutions: for software licensing, asset management and business productivity
- Product Solutions: for hardware procurement, warehousing, configuration, deployment and disposal
- Integrated Solutions: for strategic consulting, and the design and deployment of the datacentre, network and desktop infrastructure
- Managed Services: for essential support and hardware maintenance, selective outsourcing, and cloud-based infrastructure and software as a service
- People Solutions: for contractor and permanent recruitment, and human capital performance management

Data#3 reported revenues of \$811 million in the 2011/12 financial year, and has approximately 1,000 employees. The company is headquartered in Brisbane and has offices across Australia.

**More information about Data#3 and its solution offerings is available at <http://www.data3.com.au>**

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