

ARIA TECHNOLOGIES CALLS FOR MORE CHANNEL PARTNERS

Melbourne, 4th November 2009: Australian distributor Aria Technologies has sought to increase its channel partners who would distribute ShoreTel's communications solutions across Australia. "As part of the criteria, we're looking for partners with a track record in telephony and integrated IT, as well as the sales and service ability too. It's important to have that all round capability, and be able to service across the country, be that themselves or through other third parties. We feel there's huge potential with this product, and estimate that there are around 400,000 businesses in Australia who are using or have a need for an IP telephony solution," Aria Technologies GM Rob Pierce said.

About Aria Technologies

Aria Technologies is the leading Australian distributor of some of the worlds most popular and advanced communication solutions from LG-Nortel and ShoreTel. Aria partners with these leading Global manufacturers to provide full local engineering support and training to 160 Channel Partners throughout Australia, as well as stocking a full range of new systems and spare parts to meet market demands quickly.

The company was founded in January 2000 and is an innovative provider of sales, marketing, technical and logistics support to its 160 plus channel partners. Since inception, more than 62,000 systems have been supplied to the Australian market. Aria Technologies is supplier of Australia's number one selling system in the 0-100 port market and commands dominant market-share for systems supplied to Australia's largest carrier Telstra, which are marketed under the Telstra brand.

Aria Technologies is based in Melbourne, with offices in Sydney, Brisbane and Perth.