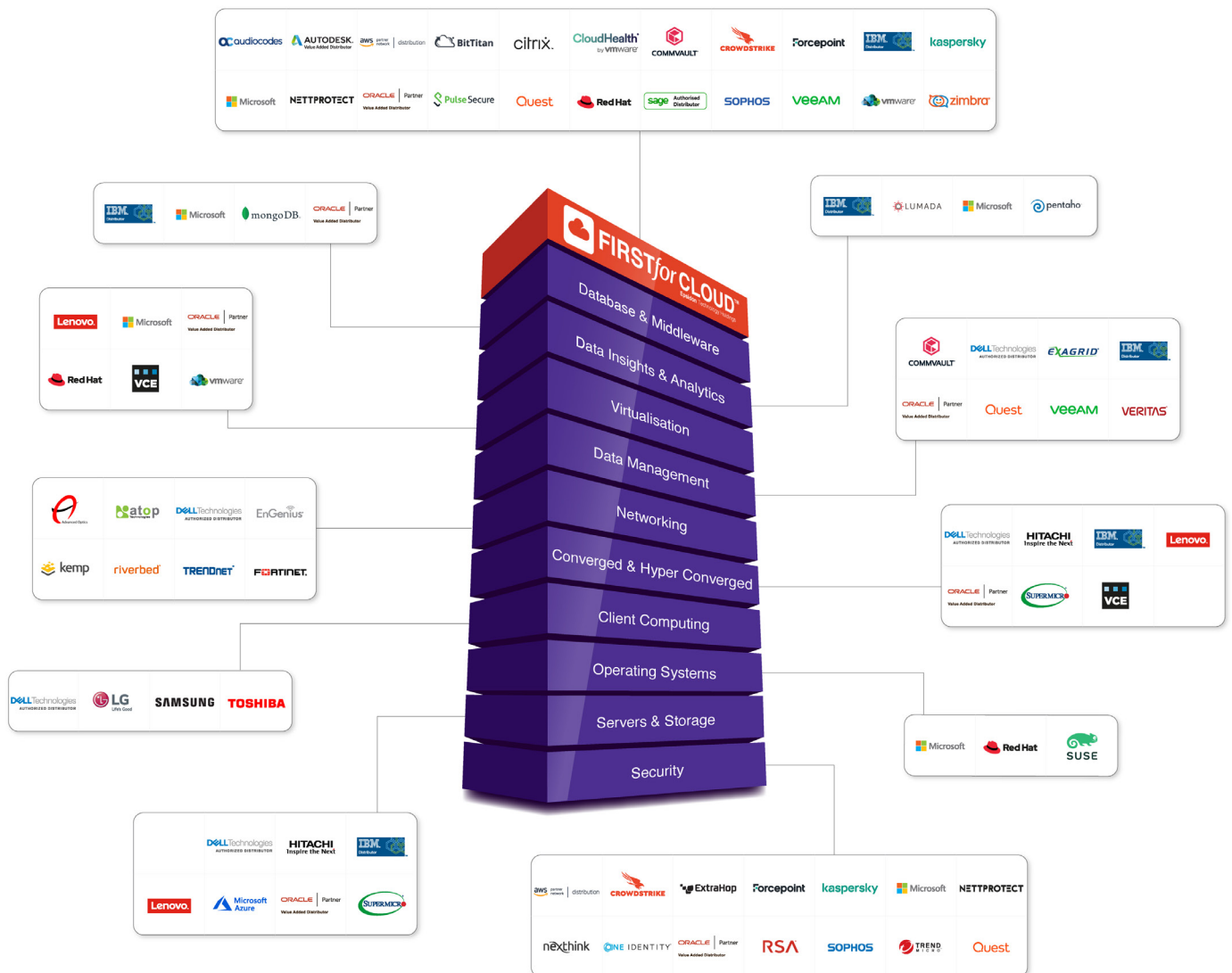# Welcome to
OUR WORLD

First Distribution is South Africa's leading distributor for datacentre, enterprise and cloud solutions.

Discover more about what makes us great

The Stack

First Distribution's Stack allows vendors and business partners to view the full extent of the company's distribution offerings at a glance. It combines best-of-breed brands in various product arrangements in order to provide customers with worldclass, all-inclusive IT solutions.

FIRST*for* CLOUD

- Database & Middleware
- Data Insights & Analytics
- Virtualisation
- Data Management
- Networking
- Converged & Hyper Converged
- Client Computing
- Operating Systems
- Servers & Storage
- Security

About Us

First Distribution is a value-added distributor of leading global brands, providing complex ICT solutions to the Enterprise and SME markets. We have based the First Distribution model on delivering solutions through trusted, established resellers. Our client base has been built up through a history of consistent trustworthy service and nurturing resellers as business partners.

First Distribution's unwavering commitment to their business partners, whose success they view as their own, ensures a keen understanding of their resellers' needs, enabling Firt Distribution to bring maximum value to their endeavours.

First Distribution prides itself on its ability to service market leading brands in the enteprise IT market and have been mandated by some of the largest and most successful IT companies in the world to distribute their products and services.

These include, IBM, Oracle, Dell Technologies, Microsoft, Riverbed, Samsung, Veeam, Commvault, VCE, Amazon Web Services (AWS), Veritas, Hitachi Data Systems (HDS) and many others.

First Distribution prides ourselves on being **FTG**, **level 1**, **AAA-rated BEE contributor**. Besides our BEE Credentials our Group Companies participate in various charitable and Enterprise Development Programs including:

• Boys and Girls Town
• United Cerebral Palsy Association of SA
• Reach for a Dream
• Leigh Matthews Trust
• Murray & Roberts Child Welfare Fund
• Smile Foundation

FD FIRST DISTRIBUTION™
Epsidon Technology Holdings

FIRST*for***CLOUD**™
Epsidon Technology Holdings

"First Distribution aims to be recognised as the first choice value-added distributor of leading global brands, providing complex ICT solutions to the Enterprise and SME markets, focused around the Data Centre, Virtualisation, Hosted Applications and Cloud Based Services, Database and Middleware, Security and Network Infrastructure, backed up by unparalleled expertise."

History

Founded in 1984, Epsidon Technology Distribution (Pty) Ltd, trading as First Distribution, started business as an innovator in the IT technology space by writing backup software and designing a QIC-02 tape streamer interface card. The TEAC tape streamer mechanism became the base for the Epsidon Tape Streamer Backup System, which was sold primarily to the European market, as well as Australia, the USA and a smaller percentage to the Southern African market.

The high volume of TEAC tape mechanisms purchased, led to a proposal from TEAC that the company distribute its floppy drives. As the business grew, more and more products were brought on board, including motherboards, I/O cards, display cards and cases, and these components were distributed to the reseller community. Due to customer demand for high quality white boxes, First Distribution started assembling its own white box product which was branded the Epsidon PC.

Concurrently, the IBM brand continued to grow to more than 50% of the total company business. From early 2000, First Distribution's focus became almost exclusively IBM branded product which enjoyed substantial growth, ultimately leading to the gradual discontinuation of the white box brand.

In 2002, IBM South Africa appointed First Distribution as a distributor for the full range of IBM Software product, thus completing First Distribution's IBM product offering. In 2013, we are celebrating our 18th year of successful collaboration with IBM.

In 2005, First Distribution opened a Networking business unit, which distributes cable, fibre, and edge-of-network products. During 2009, a strategic decision was made to diversivy the brands that First Distribution offers to its business partners.

This started with the Samsung LFD distribution agreement in April 2009, with a product range that complements First Distribution's offering to its retail, partners, and becoming a substantial brand within the company.

An exclusive agreement for South Africa was entered into with Oracle on 1 December 2009.

Following this and the acquisition of Sun Microsystems by Oracle in 2009, Oracle Hardware was added to First Distribution's portfolio for distribution in July 2010.

First Distribution's next new brand was VMware, commencing trading on the 1st of March 2010. While First Distribution had already been distributing VMware via the IBM OEM agreement for many years, the new agreement directly with VMware has enabled First Distribution to use its extensive VMware skills with a new set of business partners that have previously not sold IBM or who are hardware "agnostic". This has been an extremely successful agreement, culminating in First Distribution winning the "2010 VMware Distributor of the Year" award, after only trading for ten months.

EMC and RSA were added in July 2010. EMC sales have grown phenomenally, and First Distribution is proud of the success it has achieved with this brand in the Enterprise and SMB markets.

A hosting division was created with the signing of the First Distribution Microsoft SPLA distribution agreement on 1 March 2011. Parallel to this, First Distribution also signed the VMware VSPP hosting agreement. This specialist team focuses on hosting solutions to the business partner community.

Veeam and Commvault agreements were signed in early 2011 and these two fantastic offerings have formed part of the First Distribution virtualisation ecosystem.

First Distribution has continued aggressively expanding its vendor portfolio, adding multiple world-class brands over the last few years including McAfee, Huawei, VCE, LG, Riverbed and most recently Lenovo.

May of 2014 saw First Distribution leading the market in cloud in launching First for Cloud, the country's first cloud services brokerage. Seizing the opportunity offered by the growth of cloud in the IT industry, First for Cloud leverages First Distribution's strong and well-established relationships through connections to top-class cloud providers, offering resellers and their end-user customers easy access to a wide array of the world's very best cloud services.

First Distribution has continued aggressively expanding its vendor portfolio, adding multiple world-class brands over the last few years including Huawei, VCE, Lenovo, Riverbed, Amazon Web Services (AWS), Avaya, Veritas, and most recently, Hitachi Data Systems (HDS).

First Distribution was also awarded entry into Microsoft's prestigious Cloud Solution Provider (CSP) programme in 2016, allowing the distributor to provide direct billing, sell combined offers and services, as well as directly provision, manage and support Microsoft cloud offerings.

Over thirty years in business and a well-constructed portfolio of product offerings and partnerships position First Distribution as a market leader in the development of world class IT solutions, using premium brands to offer our customers unrivalled products and services for their clients.

In March 2020, First Distribution saw a gap in the market to expand its service and product offering into the security and surveillance space. The expansion included the distribution agreements with many top tier security vendors giving access to video surveillance, and IoT devices. With our already established partner network, and our unprecedented relationships with datacentre products we are expecting to see significant growth in this area of out business.

Our Management Team

Debbie Abrahall
Managing Director

Managing Director of First Distribution, Debbie Abrahall has spent her career with the First Technology Group and has worked her way up through the company to her current position. Debbie joined Joffe and Associates in the Gauteng office at the age of 20, after which Joffe and Associates subsequently became Microdata, which was then bought by Epsidon Technology, and later renamed First Technology Holdings. Apart from a six month break in service with Panasonic Systems, Debbie has been with the company for 21 years and in her current role for the past 15 years.

Under her leadership, First Distribution has grown to be one of the leading value added distributors in South Africa with a first rate staff complement and senior management team, who have worked for Debbie cumulatively in excess of 50 years.

Tony Abrahall
Director

Tony Abrahall joined First Distribution in April 2008. After an aggressive acquisition drive to bring new vendors into First Distribution's portfolio, the business was restructured to become more solutions-focused and Tony was appointed General Manager for Integrated Technology Solutions, responsible for Business Development and Sales.

Tony has a long career in the IT industry, and has made his mark in companies ranging from Lotus to IBM, where he achieved phenomenal success in leading and closing multi-million rand deals, penetrating new retail accounts and developing a strategic partner network for IBM's Retail and Software businesses. Tony was on several occasions the recipient of the prestigious IBM EMEA Leadership Award, as well as the IBM EMEA General Manager's Award for Excellence, Top Salesman Award and was selected to attend IBM's Top Achiever Club on numerous occasions.

Jason Sharp
Director: Cloud & Hosting Solutions

Jason qualified as an actuary in 2003. Jason was previously the manager responsible for international product development at Discovery Life playing a key role in the launch of what is now Vitality UK. Jason left Discovery to start and run the Paramount Life Group of companies.

As Paramount Group CEO Jason led the group in its focus on the provision of retirement income insurance solutions and related technology to the financial services industry. Jason is an expert in the conceptualisation, development and implementation of technology solutions. Jason drove Paramount's focus on product differentiation via patented design innovations and structured marketing.

This was augmented by the development of an extensive distribution channel that included some of South Africa's largest financial services providers. In July 2017 Guardrisk and MMI assumed control of Paramount allowing Jason the opportunity to join the First Technology Group in an Executive role.

Yuraisha Mari
General Manager: Africa

Yuraisha started her career in the Legal industry and is an admitted attorney. She joined the First Technology Group 6 years ago as Legal Director where she was responsible for Legal, Contract negotiation, B-BBEE, Legal, Risk and Compliance, SHEQ, Government Tenders as well as the Security. Yuraisha has since taken a very active role in First Distribution's Africa business particularly around the complexities of trading in Africa – more specifically where negotiation and credit risk are two critical elements of most deals.

The excitement of selling into Africa has seen Yuraisha take on a permanent role of heading up the Africa Team where she will now take full responsibility for managing our growth into the region across SADC, IOI, French West Africa, West Africa and East Africa with more territories to follow as we continue our growth into Africa.

Malcolm Stewart
General Manager: Datacentre Solutions

Malcolm has spent his career in the ICT industry in various Marketing, Sales, Sales Management and Channel Management roles. Starting out in 1997, he worked for the local Hyperion (Oracle) distributor, and over the years he has held positions with various vendors, including Cognos, IBM & SAP. Prior to Joining FD, Malcolm ran the sales team for a software reseller and consulting firm focused on IBM, Oracle, Microsoft and a few other niche technologies. Having worked extensively with many resellers and vendors, he brings a wealth of experience to our business. Malcolm joined First Distribution as a Strategic Partner Executive in November 2016 and in June 2017 was promoted to General Manager of our Datacentre Business.

He also holds the position of Regional Executive for Gauteng.

Chris Richardson
General Manager: Cloud Solutions

Experienced General Manager with a demonstrated history of working in the information technology and services industry. Skilled in Cloud Sales, Data Center, Management, Pre-sales, and Enterprise Agreements. Strong operations professional with a Master of Computer Applications (MCA) focused in Information Technology from Varsity College.

Brad Stein
General Manager: Cyber Security

Brad started his career in IT over 13 years ago, when he joined Phoenix Distribution. Through dedication and a true drive for business, he worked his way up from Call centre to account manager, and later Channel Africa Sales Manager within the same company. In 2016, he joined First Distribution as the company was undergoing a change in structure – a process in which he added great value and played a significant part. Brad has recently been appointed as General Manager of the Cyber Security division at First Distribution.

David Simpson
General Manager: Digital Security & IoT

David Simpson has 17 years of experience in the implementation and System Integration of electronic security solutions. David has a passion for business and has been involved in many ventures over the past 17 years both local and international. David has been involved in many verticals namely mining, construction, banking, manufacturing, commercial, military, safe cities, smart cities and intelligence.

"**M**ore than thirty years in business and a well-constructed portfolio of product offerings and partnerships position First Distribution as a market leader in the development of world class IT solutions using premium brands to offer our customers unrivalled products and services for their clients."

Committed to Employment Equity

First Distribution is a registered company within FTG.

In order to play a primary role in South Africa's economy, FTG has constructed a BEE strategy that is extensive in its sustainable business development, while encouraging a positive influence over the PDI community. The primary objective is to achieve an employment profile within FTG that is a reflection of South Africa's demographic ratio.
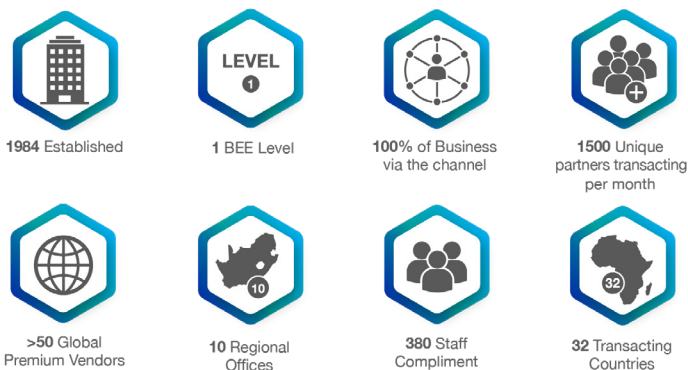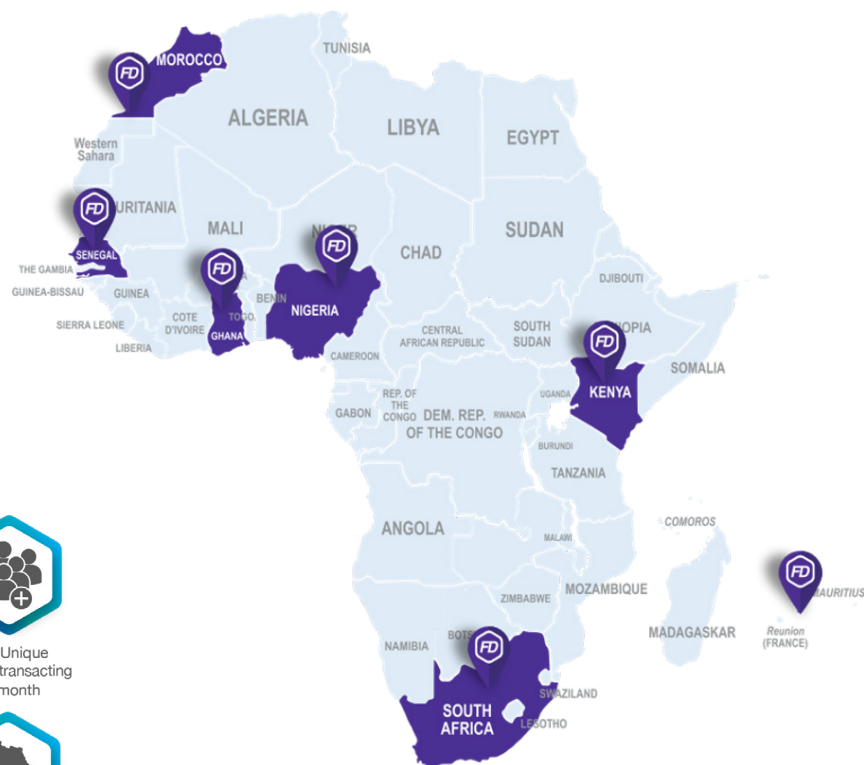
FTG is a level 1, AAA-rated BEE contributor.

Where We Operate

First Distribution is a national company with branches located in four major cities around South Africa, and six in Africa with our head office located in Cape Town.

Our 10 Regional Offices:

- Cape Town - Head Office
- Johannesburg
- Durban
- Port Elizabeth
- Kenya

- Nigeria
- Mauritius
- Ghana
- Senegal
- Morocco

1984 Established

LEVEL 1
1 BEE Level

100% of Business via the channel

1500 Unique partners transacting per month

>50 Global Premium Vendors

10 Regional Offices

380 Staff Compliment

32 Transacting Countries

Our Values

First Distribution has various core values at its heart, which govern the way employees treat their work, relationships with clients, and their attitudes toward each other. These are:

Accountability

We stand accountable for the consequences of our actions, both positive and negative.

Enjoyment

Where we feel free to enjoy our jobs, be creative and to enrich the working atmosphere within First Distribution.

Teamwork

We strive to work productively and in cooperation with each other, fostering a healthy atmosphere of mutual support, and in turn, allowing everyone to achieve their own work-related goals.

Integrity

We are consistently honest and truthful in our dealings with each other, with our clients and with our vendors.

Attitude

We are determined to give of our best in our jobs and work towards making First Distribution, our clients and our vendors, a success at all times.

Respect

We are respectful towards each other in our words and our actions.

First Expertise

First Distribution is a premium IT distribution company, specialising in supplying complex ICT and enterprise-ready solutions to the Enterprise and SME markets. We have invested heavily in skilled human resources, enabling us to architect market-leading solutions an established reseller-base, with which we have close and trusted relationships.

A highly-qualified staff complement enables us to engineer solutions to suit individual client needs, as well as provide expert advise and support on an ongoing basis. In addition, our team of Solution Architects are available to analyse a buisness sotuation, evaluate client IT needs, make recommendations and engineer high-value solutions to best suit the customer's business conditions.

First for Cloud

FIRST*for* CLOUD™
Epsidon Technology Holdings

First Distribution took a bold and exciting step in launching the South African IT market's very first cloud services brokerage in May 2014, and First for Cloud leverages South Africa's leading distributor's relationships with multiple world-class cloud providers, to ensure that resellers have access to only the best products and services.

First for Cloud enables customers to purchase their very own webstores. A First for Cloud webstore is an online partner branded shop which enables resellers to sell cloud services to their end-users. Cloud services from the top global cloud providers and vendors are supplied through the First for Cloud Catalogue, and resellers have the ability to select which services they want to resell via their own branded First for Cloud webstores.

First for Cloud also offers a number of solutions to get re-sellers started on the road to selling cloud services as quickly as possible. These include both pure cloud services as well as value-added peripheral services such as consulting, web-store setup and support.

For more information, please visit **www.firstforcloud.com**

STEERING THE SHIP

First Distribution's Director for Cloud and Hosting Solutions, Jason Sharp is currently heading up the First for Cloud brokerage.

Reselling *the World's Best* Cloud Services

Digital Security & IoT

Introduction to First Distribution – Digital Security & IoT

At First Distribution Digital Security & IoT we aim to be a leading value-added distributor of IP Video, Advanced Video Analytics, High Density Storage Solutions, Access Control, Fire Detection, Public Address, IoT and Networking products in Africa. The division has been built on a vision to source and supply the highest quality products and to back them with the highest levels of sales and technical support in the market. Our pride in these products and our service is what drives us today. With access to the worlds most trusted brands in security, coupled with dedicated and motivated staff, we offer the most comprehensive range of integrated security and IoT solutions in the industry.

What makes us different?

Unlike many security equipment distributors in the market, we don't just accept orders and provide boxes of product. Our approach is a lot more consultative. Value added professional services such as presales design, pre-commissioning and on-site commissioning improves the overall efficiency of any installation and maintenance process.

Our ongoing commitment to our vision, coupled with our added value services, makes us the preferred partner for installers and integrators, and the ideal supply channel for leading technology manufacturers.

Sales Support Services

Choosing the right product and design approach for your project can be a daunting task, especially when there are so many different technologies available in the market today. Our highly skilled and experienced sales team understand the needs and operating parameters for any project type and can work with you and your client to design and implement any solution.

Extensive Product Portfolio

Our product portfolio is the result of our extensive experience in the electronic security industry. By listening to our customers' needs and analysing local and international market trends we are able to offer the market the latest technology available today.

While our specialty is in enterprise class integrated IP Video solutions, our product offering doesn't stop there. We have access to market leading brands, and we are known as the go-to distributor for professional installers who are a cut above the rest. So whether it is IP Video, Advanced Video Analytics, Access Control, Fire Detection, Public Address or Advanced Networking solutions we have you covered.

Our Brands

BOSCH   milestone   AXIS COMMUNICATIONS   HIKVISION   Hanwha   UBIQUITI NETWORKS

BriefCam   iSENTRY   HITACHI Inspire the Next   impro technologies ACCESS CONTROL   SALTO inspiredaccess   DELL Technologies AUTHORIZED DISTRIBUTOR

Market-leading Logistics

We understand how important it is to provide you with the products you need, when you need them, and where you need them. We also understand that failure to supply a product correctly and timeously can result in costly delays and penalties on a project. All our internal processes have been optimised to save you time, ensuring that all orders are handled with the priority they deserve.

Technical Support

When deciding on an equipment supplier, An aspect of key importance is the knowledge that you will receive reliable technical support. At First Distribution we pride ourselves on offering industry leading levels of support for all our products, no matter how old they are.

The First Distribution Team has a wealth of in-house product and technical knowledge that has been gained from many years of working within the security and IT industries. Our exceptionally skilled and trained technology specialists are the backbone of our business, and they are always available to guide you through any technical difficulties. Whether it's technical or strategic advice you need when planning a project; or troubleshooting issues over the telephone, through secure remote access or in person, a First Distribution technician is always available to assist.

Certified Training Provider

As well as being able to tap into our team's expert knowledge whenever required, we also provide regular certified training courses for your technical teams. Our intensive training sessions cover theory alongside hands on experience, and are designed to guide you through everything from implementing 4K HD Video systems, Advance Analytics, POE+ Powered Access Control Systems, deploying Video Management Systems to the latest in Enterprise Storage Systems.

Certification training is available for all our brands and product verticals. Customised training that is tailored to your individual company training needs is also available.

Contact us

Cape Town – Head Office

The Estuaries, Block C
Oxbow Lane (Off Century Avenue)
Century City
Milnerton, 7441

TEL: +27 (0) 21 529 5555
FAX: +27 (0) 21 529 5529

Johannesburg – Office

51 Kyalami Boulevard, Kyalami
Business Park, Kyalami, Midrand
Johannesburg

TEL: +27 (0) 11 540 2640
FAX: +27 (0) 11 540 2641

Durban – Office

Unit 8, Frosterley Park,
Frosterley Crescent,
La Lucia Ridge, 4051

TEL: +27 (0) 31 569 9260
FAX: +27 (0) 31 569 9269

Port Elizabeth – Office

3rd Floor Regus House,
Fairview Office Park, Ring Road,
Greenacres, Port Elizabeth

TEL: +27 (041) 399 9554
FAX: +27 (041) 399 9401

Kenya – Office

Purshottam Place,
Westlands Road, Westlands
Nairobi, Kenya

TEL: (+254) 0205 154 089

Nigeria – Office

39, Alfred Rewane Ikoyi
7th Floor Mulliner Towers
Lagos, Nigeria

TEL: (+234) 8143 428 445

Mauritius – Office

Regus Ebene Heights,
Cybercity,
Mauritius

TEL: +2305 252 6983

Postal Address

P.O Box 36625
Chempet
7442

Follow us:

WEBSITE: www.firstdistribution.com

EMAIL: Enquiries@firstdistribution.com

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EPSIDON
Technology Holdings™

A member of Epsidon Technology Holdings™