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Dimension Data Wins Three 2009 Microsoft Worldwide Partner Conference Awards

Dimension Data recognised in categories across licensing, Office deployment, systems management, desktop deployment and unified communications

Johannesburg, South Africa – 24 June 2009 – Dimension Data, the \$4.5 billion specialist IT services and solution provider, announced today it has been selected as a three-time winner in the 2009 Microsoft Worldwide Partner Conference Awards, and a finalist in four additional award categories. The company was chosen out of an international field of over 2,000 top Microsoft partners as delivering market-leading customer solutions built on Microsoft technology.

Dimension Data's winning award categories were:

- Licensing Solutions, Software Asset Management;
- Large Account Reseller Partner of the Year; and
- Information Worker Solutions, Office Deployment.

Additionally, Dimension Data was named as a global finalist in the following categories:

- Licensing Solutions, License Delivery;
- Advanced Infrastructure Solutions, Systems Management;
- Advanced Infrastructure Solutions, Windows Desktop Deployment; and
- Unified Communications Solutions, Voice Partner of the Year.

Brett Dawson, CEO, Dimension Data said, "Dimension Data has won 11 global Microsoft partner awards in the past five years, an incredible achievement for the Group and a testament to the strength of our commitment to Microsoft technologies."

"This year's licensing and Office deployment awards are especially timely and were a true global effort with Dimension Data's Australia, South Africa and UK Licensing business teams contributing to the submission. These awards could not have come at a better time. Dimension Data is expanding its LAR (large account reseller) capability around the world and with the

imminent release of Microsoft Windows 7 is expected to create a surge in deployment and systems management projects in all sectors.”

The Microsoft Worldwide Partner Conference Awards recognise Microsoft partners that have developed and delivered exceptional Microsoft-based solutions over the last year.

Licensing Solutions, Software Asset Management

The Licensing Solutions, Software Asset Management (SAM) Partner of the Year Award recognises partners that consistently seek to innovate their SAM solutions and services and provide ongoing attention to customer service excellence. The winning partner has an innovative licensing solution, has used services and marketing strategies to provide outstanding customer service, and has demonstrated customer results.

“Dimension Data has made it easier and less expensive for its customers to manage their software assets through a combination of tools, professional services, and customised guidance,” said Carlos Lopes, General Manager, Small and Midmarket Solutions & Partners Group, Microsoft Asia Pacific. “Dimension Data’s modular offerings have spurred customer adoption of key Software Asset Management competencies that extend into specialised areas that include virtualisation, process improvement, and automation. Dimension Data leverages its deep knowledge of licensing and solution-oriented technical expertise to help customers better optimize, make informed decisions about their purchase and deployment plans, and garner the maximum value from their investments.”

Large Account Reseller Partner of the Year

The large account reseller (LAR) Partner of the Year award honours partners who have demonstrated the highest level of excellence in the areas of innovation, engagement, and sales performance. Innovation is demonstrated by the large account reseller that has taken the most creative and effective approach to new or existing business opportunities. Excellence in engagement has been demonstrated by specific examples of partnering with Microsoft at the executive and business-development levels. Execution excellence has been demonstrated by effectively reaching resellers and providing a high level of customer satisfaction while delivering strong business results.

“Microsoft is proud to recognise Dimension Data as the Large Account Reseller Partner of the Year for its comprehensive approach in demonstrating the value of Microsoft licensing expertise, software lifecycle asset management skills, and professional services,” said Mr Lopes. “Dimension Data has helped customers support technology adoption across their organisations and reduce overall costs, garnering a high level of customer satisfaction. Dimension Data has excelled in its sales approach and has created solutions that leverage software to solve its customer’s business problems.”

Information Worker Solutions, Office Deployment

The Information Worker Solutions, Office Systems Desktop Deployment Partner of the Year Award recognises exceptional partners that have excelled in offering breakthrough solutions to deploy the Microsoft Office system in customer organisations. The winning partner’s technology and marketing offerings have increased its customers’ employee productivity and assisted them in connecting with their business partners and customers. The winning partner’s innovative thinking has helped solve a technical challenge or helped address its customers’ business needs and empower their people, and has had a unique and positive impact on customers’ business pain points.

“Dimension Data’s modular end-to-end solutions have helped their customers’ organisations become a fully managed and automated environment, customised to their business-driven

deployment and management needs,” said Mr Lopes. “Dimension Data offers a suite of services-based solutions for streamlining deployment and management of Windows desktops and servers. Dimension Data's solutions have presented significant cost saving for their customers by reducing deployment and operational costs and eliminating redundant, non-integrated solutions.”

Earlier this month, Dimension Data also scooped 20 awards at Cisco's annual Global Partner event in Boston.

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About Dimension Data

Dimension Data plc (LSE:DDT), a specialist IT services and solution provider, helps clients plan, build, support and manage their IT infrastructures. Dimension Data applies its expertise in networking, converged communications, security, data centre and storage, Microsoft and contact centre technologies and its unique skills in consulting, integration and managed services to create customised client solutions.

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