

## **Polycom divestment of their Enterprise Wireless Solutions presents new opportunities for Wavelink**

*Business as usual as SpectraLink Wi-Fi and KIRK DECT solutions become an independent company*

**May 16, 2012** – Wavelink, a value added distributor of business IP, wireless, communication and network security and access solutions sees a number of opportunities arising from the recently announced divestment by Polycom of their Enterprise Solutions (EWS) business.

The intent to sell the EWS portfolio, comprised of SpectraLink Wi-Fi and KIRK DECT solutions, infrastructure and accessories, to an affiliate of Sun Capital Partners, Inc. was announced by Polycom on May 10.

With the transfer of ownership expected to be completed in Q3, 2012, the former Polycom EWS business will become an independent company. The divestiture will leverage the expertise of the SpectraLink and KIRK enterprise wireless teams, delivering improved support to the unique needs of Polycom's customers.

Ilan Rubin, Managing Director, Wavelink, said, "Wavelink commenced sales of KIRK DECT in 1998 and was selling SpectraLink Wi-Fi well before both brands were acquired by Polycom in 2007. We have over 5,000 wireless voice systems installed throughout Australia and New Zealand. We will continue to sell, support and build programs around the EWS products to ensure that our channel partners, and customers, have access to the best solutions to meet their needs. The EWS products are recognised market leaders and will form an important part of Wavelink's business for many years to come.

"As Polycom have acknowledged, their successes in the videoconferencing space have taken attention away from their EWS products. We expect that not only will there now be greater focus, but also more investment in the business including in product development and marketing. Wavelink will also have much tighter direct engagement with the supplier. The new independent company will ultimately yield more opportunities and better outcomes for Wavelink's channel partners and customers."

Sten Dyrmoose, Vice President and General Manager, EWS said "The team expects to build on our successes and continue to develop comprehensive enterprise wireless solutions. By combining the expertise of both teams, we believe we'll have one laser-focused organisation that will thrive, innovate, and drive new solutions into the market faster than our competition.

"We will lead this global organisation, with functional teams consisting of Sales, Global Services, Global Alliances, Operations, Product Management and Marketing, Finance, and Research and Development. As part of our strategy for the future, we plan to continue to enrich our portfolio of products, services and software. In 2012, our goals are



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to have an intense focus on verticals markets, increased sales and channel support, and improved communications for customer support issues. We also plan to dedicate resources to providing more value-added applications and services for the Wi-Fi and DECT lines.”