

## **Wavelink signs distribution partnership with Citrix**

**March 26, 2013** - Wavelink, a value added distributor of enterprise mobility and unified communications solutions, has signed a partnership with Citrix to distribute the Citrix range of enterprise mobility solutions.

The partnership is a result of Citrix's acquisition of Zenprise, a leading innovator in mobile device management (MDM), in January 2013, who Wavelink had represented locally.

Wavelink will distribute Citrix's comprehensive mobility solutions suite, including:

- the XenMobile MDM solution, which delivers role-based management, configuration and security for corporate and employee-owned devices
- the Citrix Mobile Solutions Bundle, which includes XenMobile MDM and CloudGateway. It provides mobile device, app and data freedom for employees.

Citrix chose Wavelink for its strong distribution network and ability to support channel partners to deliver the best technology to their customers. This partnership will help Wavelink's channel partners engage with their customers about more than just MDM. With the support of Citrix and Wavelink they are now able to offer solutions that secure data on all devices regardless of the type of device or platform.

Ilan Rubin, managing director, Wavelink, said, "The Citrix product offering is the most comprehensive solution on the market today in addressing the needs and requirements of customers who face the onslaught of mobility platforms.

"Unlike any other offering, Citrix provides an end-to-end mobility solution that secures the device, applications and data. This lets staff do their job wherever and whenever they choose."

"This partnership also validates Wavelink's strategy of identifying technology leaders and delivering solutions with the highest levels of capability to its channel partners."

Neville James – Channel Director for Citrix said he believed "the mobility opportunity for Citrix was incredibly important. It's a new focus for us so having an established player such as Wavelink join us in the business is a great result and we are very much looking forward to Wavelink helping us build a substantial and vibrant channel in the mobility space."

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**About Citrix**

Citrix (NASDAQ:CTXS) is the cloud computing company that enables mobile workstyles—empowering people to work and collaborate from anywhere, accessing apps and data on any of the latest devices, as easily as they would in their own office—simply and securely. Citrix cloud computing solutions help IT and service providers build both private and public clouds—leveraging virtualisation and networking technologies to deliver high-performance, elastic and cost-effective services for mobile workstyles. With market leading solutions for mobility, desktop virtualisation, cloud networking, cloud platforms, collaboration, and data sharing, Citrix helps organisations of all sizes achieve the kind of speed and agility necessary to succeed in an increasingly mobile and dynamic world. Citrix products are in use at more than 260,000 organisations and by over 100 million users globally. Annual revenue in 2012 was \$2.59 billion. Learn more at [www.citrix.com](http://www.citrix.com).

**About Wavelink**

Wavelink specialises in the supply, marketing and support of a range of leading edge Enterprise Mobility and UC Solutions. Wavelink distributes a range of products from Spectralink, Meru Networks, Digium, Polycom, AirTight, Nomadix and Citrix. For more information please contact Wavelink on 1300 147 000.