



Publicity Alert

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Centrify picks first ANZ distributor

Identity management specialist Centrify has named its first ANZ distributor: cyber security and business continuity firm Hemisphere Technologies, which claims a number of telecoms industry companies in its reseller channel.

Centrify has maintained an Australian office since 2012 but cast the new partnership as a way to increase its visibility and reach across the entire ANZ market; a local channel-focused strategy is also consistent with its global channel model.

“This aligns Australia and New Zealand with the successful distribution model used in Centrify’s other markets,” said Centrify ANZ country manager Lachlan McKenzie, adding that Hemisphere would also provide a way to tap into a broader range of organisations and industries. “We look forward to working with Hemisphere in support of its channel to win high value customer opportunities in Australia and New Zealand.”

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