

MEDIA RELEASE
4th August 2008

ANZA ANSWERS THE CALL

Brisbane telecommunications specialist, ANZA Communications is one of 38 businesses across Australia to receive Telstra's Enterprise Partner preferred status (EPP).

Telstra launched the program in November 2007 to identify selected Telstra dealers who excel in the delivery of solutions to corporate and government business and demonstrate a capability to sell 'new wave' products, solutions and applications as they emerge. Entry to the EPP is by invitation only.

Telstra Channel Development Manager Angelo Di Paola said the initiative was based on developing a preferred group of experienced Telstra channel partners (known as Enterprise Partners) that have a commitment to service and a solid history of performance across Telstra's top accounts.

To retain its certification, the Newstead-based ANZA must demonstrate its continued performance and be seen as a proactive partner.

ANZA opened in 1982 as Brisbane's second mobile phone specialist. The original family-owned business developed the Commercial Road site. Local residents Greg and Tanya Blake bought ANZA from the original owners in December 2004, continuing the family ownership tradition.

The business has grown to more than double its staff necessitating physical expansion in coming months.

"Telstra's recognition is something we are proud of," said Greg Blake, "We are one of just five Enterprise Partners in Brisbane."

ANZA is well on the way to becoming the market leader in BlackBerry Enterprise Solutions.

"Our commitment is to system integration and functionality which improves efficiency and real time access for business.

"Product education and troubleshooting are integral to pre-sale through to ongoing after sales service."

Expediency is another tremendous benefit.

"The waiting period for a business to have a BlackBerry System installed is as little as 48 hours."

EPP certification provides preferential status to Telstra Channel Partners operating across Telstra's Enterprise and Government Partner sector which represents Telstra's top 1500 customers. It provides those clients with an intimate and specialist level of service across a range of telecommunications products and services.

ANZA Communications is also Commonwealth Government Information Technology and Communications (GITC)-registered. GITC is a contractual framework designed to assist government buyers and industry suppliers to develop contracts in the most efficient and effective manner.

For more information or to receive ANZA's regular publication @anza, contact Greg Blake on 0418 114 115 or greg@anza.com.au.

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PIC – Tanya and Greg Blake

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