

Redington Announces Collaboration with Zoho to Fuel Digitalisation across Markets in Africa

Dubai, United Arab Emirates, 26th August 2024 – Redington, the leading technology aggregator and innovation powerhouse across emerging markets, has announced a strategic partnership with Zoho Corporation, a leading global technology company.

This strategic alliance will unlock a new wave of digital transformation across key markets in Africa. Businesses of all sizes will now have easier access to Zoho's cutting-edge solutions suite, empowering them to streamline operations, strengthen collaboration, and elevate customer experiences. Redington's extensive network will ensure seamless implementation and ongoing support, shaping the future for a more connected and competitive African business landscape.

As per the terms of the agreement, the partnership extends to primary countries in the continent including Kenya, Ethiopia, Tanzania, Uganda, Rwanda, Angola, Nigeria, Ghana, Senegal, Ivory Coast, and Cameroon.

Through Redington's extensive channel reach, businesses can access a comprehensive suite of Zoho solutions. This includes Zoho Workplace, which is a unified platform for enterprise collaboration, encompassing email, document sharing, office suite, and more. Channel partners will also have access to Bigin by Zoho CRM, which is a pipeline-centric CRM solution specifically designed for small and microbusinesses, empowering them to manage customer interactions and close deals efficiently. African businesses will also be able to leverage Zoho ZeptoMail, which is a robust transactional email delivery solution, ensuring critical business messages reach their targets reliably.



Nehal Sharma, Vice President, Cloud Solutions Group, Redington MEA

“This partnership between Redington and Zoho is a game-changer for businesses across Africa. By bringing Zoho’s best-in-class cloud solutions to our vast channel ecosystem, we’re empowering businesses of all sizes to leapfrog the competition. From streamlining enterprise collaboration with Zoho Workplace to nurturing leads with Bigin CRM and optimising

transactional emails with Zoho ZeptoMail, this collaboration unlocks a new era of productivity and growth for the African continent,” said Nehal Sharma, Vice President, Cloud Solutions Group, Redington MEA.

With Redington's support, deep market expertise, and exceptional channel strength, businesses can leverage Zoho's comprehensive suite of products to streamline operations, boost productivity, and achieve growth across diverse industries.



Viswanath Pallasena, CEO at Redington MEA

Viswanath Pallasena, CEO at Redington MEA, said, "At Redington, we're committed to empowering channel businesses to accelerate digital agendas across the region. Our partnership with Zoho marks a significant milestone in this journey. Redington's unparalleled reach across different markets in Africa, combined with Zoho's comprehensive cloud suite, creates a powerful force for digital transformation. This collaboration will equip businesses in Africa with the tools they need not only to compete but thrive in the global marketplace. We look forward to strengthening this partnership as we advance businesses across the continent towards a brighter digital future."



Bishan Singh, Director, Global Partner Program, Zoho

Bishan Singh, Director, Global Partner Program, Zoho, said, "Africa is a critical market for Zoho, and we have been expanding our footprint in the region by establishing offices, hiring locally, integrating our solutions with local payment gateways, and localising our offerings. We even offer our products in local pricing in several African countries. As a part of our commitment, we are partnering with Redington to make our 55+ cloud-based business products more accessible. Together, with Redington, which has a vast network and local

expertise, we hope to help the businesses in the region with their digital transformation needs."