

The Pitch Room by Redington Forays into South Africa

Johannesburg, South Africa - March 15, 2024: Redington, the leading technology integrator and innovation powerhouse, has hosted its flagship event, *The Pitch Room*, in Johannesburg and Cape Town this week.

The distributor has recently expanded to the South African market, signifying a milestone in the company's growth journey. This step has allowed Redington to provide its expertise, cutting-edge technology solutions, and services portfolio to the dynamic partner community in South Africa, enabling it to thrive in the digital age.

'The Pitch Room' by Redington offers a one-of-a-kind platform for regional value-added resellers to strengthen their skillsets and knowledge on designing comprehensive and innovative industry-specific solutions from Independent Software Vendors (ISVs). The technology distributor is fortifying its ISV ecosystem to offer South African partners pioneering solutions aimed at disrupting outcomes and achieving business goals.

The South Africa editions of *The Pitch Room* were informative and engaging, thanks to the enlightening presentations from Redington leaders as well as leading technology providers –xFusion, Symantec, and Automation Anywhere. The highlight of the event was the keynote session by Nenad Pacek, former EVP of The Economist Group, who shared his valuable insights into the rapidly evolving economic landscape of South Africa.

The Pitch Room provides a platform for ISVs to showcase their solutions to a room of channel partners. ISVs will have the opportunity to deliver a captivating pitch, followed by a Q&A session. This interactive format fosters valuable connections and opens doors for potential partnerships and funding opportunities.

Viswanath Pallasena, Chief Executive Officer, Redington Middle East and Africa, commented, "As the South African economy continues to grow, there are immense opportunities for businesses to leverage technology as an enabler. From innovative solutions in automation and cybersecurity to data analytics and cloud computing, technology is transforming the way businesses operate in this market. Redington is committed to fostering innovation and supporting the growth of the channel ecosystem in South Africa. The Pitch Room provides a platform for channel partners to gain access to innovative solutions and connect with the resources and expertise they need to succeed."

Sayantana Dev, President, Redington Middle East and Africa, said, "*The Pitch Room by Redington* empowers all our partners in South Africa to tap into the expertise of our exceptional ISV ecosystem, equipping them with the cutting-edge solutions needed to propel their customers' digital transformation journeys. Our commitment to innovation extends beyond technology – we're dedicated to creating experiences that streamline processes and accelerate the path to success."

Dharshana Kosgalage, Head of Technology Solutions Group, Redington Middle East and Africa, "At Redington, we believe that digital transformation is the key to unlocking new growth opportunities in today's rapidly evolving market. Our unique initiatives like *The Pitch Room* are designed to drive digital outcomes and help our channel partners access pioneering solutions that can transform their businesses. By promoting a culture of innovation and collaboration, we are committed to supporting the growth of the channel ecosystem in South Africa and beyond.