

Jabster Technologies enters SA market

To further enhance its market share and growth in South Africa, Kathea has launched a new company in South Africa, Jabster Technologies, which will focus on the distribution to resellers of Jabra products. The company will be led by Pete de Lange as managing director and Scott Corry has been appointed as the sales director.

With offices in Johannesburg and Cape Town, the main objective of Jabster Technologies is to deliver increased support to the local channel base to capitalise on the developing significance of Unified Communications (UC) in South Africa.

"Since 1999, Jabra has had a presence in South Africa through Kathea. While Kathea and Jabra have always enjoyed a long and fruitful relationship over many years, based on Kathea's intended strategy of focusing its products and solutions around the 'corporate boardroom' and Jabra's identification of the growing need to deliver increased support to the local channel base to capitalise on UC - both organisations have mutually agreed to create a standalone business, Jabster Technologies, to support this requirement going into 2012," says Greg Darke, CEO of Kathea.

Creating exiting channel programmes

"Jabster Technologies will continue to focus on the Jabra product range for the South African market into the contact centre space through its resellers, where we have always traditionally held a strong market share. However, Jabster, will now also be in a better position to take advantage of the UC environment through our extensive product range for this market as well as the creation of some exciting channel programmes locally. I have no doubt that Jabster will grow the South African Jabra base exponentially in the coming months," says Joel Hamon, president of Jabra for Europe, Middle East, Africa and Central and Latina America.

"There is no doubt there is incredible opportunity for the Jabra products and our channel locally, especially if we consider that South Africa is seeing the emergence of a new breed of channels partners - that are establishing themselves in the UC space, where they have been traditionally focused on network provision and management - then certainly Jabster's ability to provide this focused support to the channel makes for a strong business proposition," says Pete de Lange, MD of Jabster Technologies.

"With the launch of Jabster Technologies as of 1 February 2012, the market can be assured that Jabster is focused on channel growth, delivering solutions that are locally relevant and add value to the business chain of communication," concludes de Lange.

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