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AVAYA NAMES DIMENSION DATA BREAKTHROUGH PARTNER OF THE YEAR 2011

Johannesburg, South Africa – 9 November 2011 – Dimension Data announced today that it is the recipient of Avaya's *EMEA Breakthrough Partner of the Year* award. Each year Avaya, a global leader in business communications systems, recognises leading members of its Avaya Connect channel partner programme that demonstrated significant revenue performance, technical expertise and overall growth across key Avaya solutions areas during the past year. The criteria for the *Breakthrough Partner of the Year* award includes entering a new country, vertical market or technology.

Speaking to over 200 Avaya Connect channel partners from across EMEA at its financial year 2012 kick-off in Berlin last week, Jan Lawford, Avaya's Senior Director, EMEA Channels said the company is aiming to drive the innovation that supports Avaya's key growth sectors including financial services, hospitality, government, healthcare, manufacturing and outsourcing.

"With the rapid deployment of new technologies and rising infrastructure costs, businesses need to be smart and determine ways that can help optimise dollar spend and maximize return on investment. Avaya is committed to helping our customers realise the productivity gains, service enhancements and cost savings that smart investments in technology can deliver.

"Partners are critical to Avaya's success, and this award highlights the channel partner which has, through innovative use of business communications and collaboration technologies, transformed its client's business. We are proud to recognise Dimension Data for their skills and expertise in this category."

Steve Joubert, Dimension Data's Group Executive Solutions Director, said: "Being awarded Avaya's 2011 *EMEA Breakthrough Partner* underscores our ranking as a leading Avaya partner, and confirms our penetration into EMEA markets. Avaya's commitment to a customer-centric, partner-enabled

business model dovetails well with Dimension Data's commitment to delivering an outstanding client experience. This means being able to ensure strong implementation and support on Avaya technologies."

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About Avaya

Avaya is a global provider of business collaboration and communications solutions, providing unified communications, contact centres, data solutions and related services to companies of all sizes around the world. For more information please visit www.avaya.com

About Dimension Data

Founded in 1983, Dimension Data plc is an ICT services and solutions provider that uses its technology expertise, global service delivery capability, and entrepreneurial spirit to accelerate the business ambitions of its clients. Dimension Data is a member of the NTT Group. www.dimensiondata.com