



## **DIMENSION DATA SIGNS FIVE-YEAR OFFICIAL TECHNOLOGY PARTNER DEAL WITH TOUR DE FRANCE OWNERS**

*Dimension Data set to revolutionise the experience of billions of cycling fans across the globe*

**Cape Town, South Africa – 5 March, 2015** – [Dimension Data](#), the global IT solutions and services provider, and [Amaury Sport Organisation](#) (A.S.O.), owners of the [Tour de France](#), today signed a five-year deal that will see Dimension Data become the Official Technology Partner of A.S.O. on cycling events including the Paris-Nice, Critérium International, Paris-Roubaix, la Flèche Wallonne, Liège-Bastogne-Liège, Tour de Yorkshire, World Ports Classic, Critérium du Dauphiné, Tour de France, la Course by le Tour de France, la Vuelta a España, and the Paris-Tours.

Commencing in July this year at the Tour de France, Dimension Data will partner with A.S.O. to revolutionise the viewing experience of billions of cycling fans across the globe. Both organisations said their common goal in the coming years is to deliver and share the best race information speedily and in real-time with race commentators and the global viewing public.

“We are privileged to partner with A.S.O. to provide our technologies and skills to one of the oldest and most prestigious events on the global sporting calendar. We are proud to become the Official Technology Partner of A.S.O. in the field of cycling,” Dimension Data’s Executive Chairman, Jeremy Ord said at the announcement.

“Cycling touches the lives of everyone in the world at some time: from little children in cities and rural areas who learn to ride at a young age, to teenagers and adults who rely on a bicycle to get to school or work and back. At the same time, technology unites people, and enables organisations to do things better, faster, and more cost-effectively. We look forward to a true partnership with many exciting opportunities for both organisations,” said Ord.

“Optimising the experience of fans, and providing them with a richer, more intimate experience of cycling is at the heart of our goal. Our focus is on harnessing technology to drive innovation in this exciting, high-performance sport,” said Brett Dawson, Dimension Data’s Group CEO.

Christian Prudhomme, Tour de France Director said: “Dimension Data’s purpose is to ‘Accelerate your Ambition’. Ours is to provide our cycling fans around the world with concise, reliable information on the

Tour de France and all our other races by enhancing the content of our TV broadcast and our supporting digital platforms.

“Cycling is exciting and complex, and deserves to benefit from the latest technologies to reveal all aspects of the sport. Our partnership with Dimension Data by our side will help us deliver on our ambition and take our cycling fans and spectators on a journey into the heart of the race and cycling in the future.

### **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](http://www.dimensiondata.com).

### **About Amaury Sport Organisation**

Amaury Sport Organisation is a company that owns, designs and organises top international sporting events. Specialised in the ‘non-stadia’ events, it has in-house knowledge of professions linked to organisation, media and sales of sports events. A.S.O. organises 260 days of competition per year, with 60 events in more than 20 countries. <http://www.aso.fr/fr/homepage.html>.

Present in five major sports including cycling with Le Tour de France, motor sports with Le Dakar, golf with the Alstom Open de France, sailing with Le Tour de France à la Voile and mass events with the Schneider Electric Marathon de Paris. Amaury Sport Organisation is a subsidiary of the Amaury Group, media and sport group that owns the newspapers L'Equipe and Le Parisien- Aujourd'hui en France.

### **For further information**

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