

## DataKinetics further aligns with IBM z Systems™ Marketplace to deliver greater value to Global Fortune 500

Announces partnership with Australian mainframe products  
and services company SCP to vastly extend offerings to ASEAN market

**Ottawa, Canada – September 14, 2015** – DataKinetics, the world leader in Data Performance and Optimization Solutions, officially announced today that it plans to continue its alignment with the IBM z Systems™ Marketplace by delivering greater value to Global Fortune 500 IBM z Systems™ users. The company's latest endeavour is a signed partnership agreement with Australian mainframe products and services company SCP (Strategic Consulting Partnerships based in Sydney, Canberra and Melbourne).

The partnership further aligns DataKinetics with the desire of the Global Fortune 500 to receive as much value as possible from their IBM z Systems investments, value that far transcend simple cost reduction while simultaneously extending DataKinetics' reach and commitment into the Australia, Southeast Asia and New Zealand markets.

The continued push from DataKinetics to support the IBM z Systems™ Marketplace will enable customers to more quickly develop and deploy new functionality, such as mobile application integration, with their mainframe with the additional benefit of real ROI models.

The announcement of the partnership with SCP comes just months after DataKinetics announced its official strategic partnerships with HostBridge, SQData and zCost Management. DataKinetics formed this alliance to compete with global vendors and to dramatically aid Global Fortune 500 customers utilizing IBM z Systems™—creating an in-depth complementary solution to the IBM product. Now, with the focus on the new geographical market through SCP, ASEAN Global Fortune 500 companies will be able to benefit from the same solution with a fully trained engineering team ready to assist those companies with localized support from within the region.

Along with the newly formed partnership comes a major knowledge transfer between the entities. DataKinetics will be formalising their ASEAN market penetration efforts with a highly skilled group of technical talent that specialises in Data Performance and Optimization solutions. The DataKinetics' team will be implementing a comprehensive and rigorous on-boarding process with SCP beginning September 2015, and with market outreach starting later this fall.

“In the 35+ years that DataKinetics has been in business, one of the single most important things we scrutinise is our partners—after all, they represent us and the unwavering commitment we have to our customers”, said Allan Zander, CEO of DataKinetics. “It is for this reason that we are so pleased to announce this partnership with SCP. Their established presence in ASEAN, their longstanding relationship with IBM, coupled with their impressive customer list in both Australia and New Zealand, was the perfect fit. With SCP now on board, and with our recent acquisition of SoftwareOnZ—a company that also has a highly established customer base within these countries—we have solidified our overwhelming commitment to the region. The combined value that our respective companies can now bring to the ASEAN Global Fortune 500 will be of tremendous value to the region as a whole.”

“The world of Data Performance and Optimization is complex to say the least”, commented Paul Matthews, Managing Director of Sales of SCP. “Finding a partner that truly represents the industry and the goals of our customers was a monumental challenge—that is until we formed our relationship with DataKinetics. Their similar number of years in business, and with such an impressive customer list representing the largest companies in the world—we knew immediately that they were the clear and definitive choice to bring the breadth and depth of solutions to the ASEAN market. Additionally, their strategic devotion to being a presence in ASEAN is unmatched.”

With the SCP partnership now official, and with the partnerships with HostBridge, SQData and zCost Management, Global Fortune 500 companies will vastly benefit from DataKinetics' offerings. With more than 35 years of experience in the field of Data Performance and Optimization, the company continually helps its clients leverage existing systems, optimising the issues that hold them back and enabling plans to propel them forward. Leveraging the experience and success of working with its global clients, DataKinetics is looking forward with SCP as its primary ASEAN partner, to focusing on and finding ways to replicate its model to all of Asia-Pac, where SCP is providing

solutions today. CEO of SCP Georgina Georghiou said, "Together it will be possible to deliver proven solutions with worldwide support which is critical for the Global Fortune 500 and, in particular, companies headquartered in the ASEAN region as they will typically expand across Asia-Pac, an area we understand very well."

DataKinetics boasts an impressive portfolio of clients as it continues to work with three of the top five global banks, three of the top five global credit card companies, three of the top five American property and casualty insurance companies, and two of the top five American health insurance companies.

For more information regarding DataKinetics' partnership with SCP, or for more information regarding DataKinetics' Data Performance and Optimization Solutions in ASEAN, please visit [au.dkl.com](http://au.dkl.com).

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