

KOREA REGION UPDATE

In FY20, the Korea team's key Channel strategies were to set up a value-added distribution business, as well as to generate incremental revenue with our major resellers and Alliance partners.

We have been executing these strategies by

- recruiting new transaction partners with distributors
- driving strategic growth initiatives with major partners
- making growth momentum with alliance partners



Kwangwong Lee
KOR Channel Leader

By executing on these strategies, we made meaningful results in FY20.

- ✓ We secured about 1.1M USD in bookings from 47 new transaction partners via Disti's own partner ecosystem
There were 75 accounts (31 named accounts and 44 mid-market customers), of which 7 of 31 named accounts and 30 of 44 non-named accounts were dormant accounts.
- ✓ Major partners made 2.25M USD bookings from strategic growth initiatives, and the results were mainly from New Logo initiatives.
There were about 1.87M USD bookings from 68 new logos/dormant accounts, of which 27 in named accounts and 41 in mid-market.
- ✓ For growth momentum with alliance partners, we have made meaningful references of data protection and high availability with public and private cloud.
We delivered 16 tailored on-site training sessions for alliance partners, including MSPs, CSPs, and local SIs.
We will actively drive demand generation activities with alliance partners using the reference cases.
- ✓ We delivered 13 localized off-line partner training sessions for our platinum and gold partners' sales and engineers.

For FY21 Korea Channel strategies are to:

- keep the momentum of Value Added Distribution Business
- increase engagement with Major resellers
- embark on new market development with alliance partners