

# CORPORATE PROFILE





## OUR COMPANY

Alloy is a manufacturer and distributor of networking and communications equipment. A wholly owned Australian company, we have been active in the Australian IT industry since 1985. Over this time Alloy has established a reputation as a pioneering contributor to the industry; we have become the trusted partner of a great number of Australian ITC industry companies, and through our direct industry customers a trusted supplier to a diverse cross-section of Australian companies.

Alloy has maintained a focus on those areas in which the company has developed high levels of expertise. We know what we do best. Consumers of IT products have come to recognise the distinctive quality of Alloy products across the areas of enterprise networking, industrial communications, IP communications and, more recently, video communications. Alloy is recognised as an organisation which provides excellent support services in all facets of the company's operations, and as a respected member of the IT industry which keeps abreast of technological developments, offering 'leading edge' products to consumers as they become available.

We continue to grow our business, and in 2009 we opened Alloy Computer Products LLC, a subsidiary business in the U.S.A., with an office and warehouse facility in the heart of Silicon Valley at Sunnyvale, California.

## OUR CUSTOMERS

Alloy's direct customer base is our Reseller channel. We have built up a large network of Resellers partners, covering all States and Territories right across of Australia. This network features many well-known names in the IT industry, and comprises companies operating in all areas of the industry - for example, Systems Integrators, VAR's, Vertical Marketers, IT Retail Outlets, IT Consultants, Internet Service Providers, Telephony Service Providers, and other IT Distributors. Alloy directly supports our Reseller channel, who in turn supply and support consumers who utilise Alloy products and solutions.

Although IT Resellers are our direct customers, we have a great deal of contact with enduser consumers. We meet people frequently at IT events around Australia, and our website generates high levels of contact. We frequently discuss real life projects and solutions with enduser consumers - there's no better way of keeping aware of the demands and needs of businesses. Alloy also works closely with individual Reseller partners and their customers to analyse the optimal solution for their IT project. The organisations that use Alloy products are very diverse. Government departments and companies in the banking, insurance, logistics, resources, energy, utilities, manufacturing, retail, education and healthcare are all represented. The common denominator is that all these companies recognise the value and quality of the products we supply and the way our channel looks after the consumer.

"Alloy's success is based on getting the fundamentals right. Ensuring our products represent the most advanced technology currently available. Delivering solutions that meet expectations and needs. Making sure our products are competitively priced. Always looking after our customers, before and after their purchase. Meeting these goals is why more businesses are building their communications systems around Alloy's quality products."

John Williams, Managing Director

## OUR MISSION

Alloy's operations are based upon a set of principles which provide direction for the organisation and all our employees. These principles are:

- The operations of the company are designed to ensure that all our customers receive the highest levels of service for all our clients.
- Alloy will maintain an extensive catalogue of products that provide excellent levels of quality, utility and value.
- Alloy will continue to offer innovative products to consumers of IT and communications equipment.
- Alloy will provide 'no obligation' product and solution advice to existing and prospective customers, provided by skilled and experienced staff.
- Alloy will maintain excellent technical support, warranty and repair support services, freely available to our direct customers.
- Alloy will monitor feedback on the company's operations from all sources, and will incorporate that knowledge into the development of the company.

## OUR TECHNOLOGY

Alloy's heritage is in networking, and has been since the inception of the company in 1985. Over this time we have developed a great depth of expertise and experience in relevant technologies as they have been introduced and developed, and released quality hardware products to the market. Alloy is generally among the first to release new technologies to Australian consumers. Much of our work has centred upon the prevalent networking topology, Ethernet - but we continue to offer and support products in legacy technologies such as serial communications and ATM.

Alloy keeps abreast of emerging new technologies, and we will continue to bring new products to Australian businesses as new technologies come to the fore. As new technologies have been introduced (particularly with the emergence of the Internet and IP networks), whole new classes of applications have become essential business tools. As a result, corporate network resources are under more pressure than ever before. Alloy has kept pace with new technical innovations, releasing product lines designed for modern networks. Our company is currently centred upon four related technology areas: Enterprise Networking, Industrial Networking and Communications, IP Communications (including Voice over IP and Unified Communications), and most recently Video Conferencing and Communications.

## OUR PRODUCTS



Alloy offers a comprehensive range of enterprise networking products - including our own brand and those from vendor partners such as Edge-Core. Indeed, we have one of the largest product catalogues available in Australia today. We are particularly strong in fibre optic networking, network switches, and media conversion systems. Alloy brand Fibre Optic Network Adapters are used by customers such as the Australian Department of Defence wherever workstations or servers need secure network connectivity over longer distances. Our core networking products are supported by a comprehensive range of ancillary products including Serial communications devices, Network Racks and Cabinets, KVM Switches, Uninterruptible Power Supplies, and Network Cables.



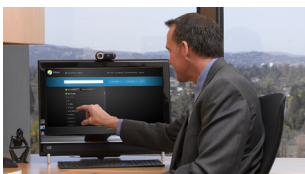
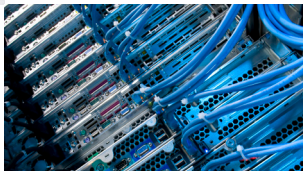
Alloy is a member of the global EthernetDirect Group, and we market the comprehensive ED range of Industrial grade networking and communications products here in Australia. EthernetDirect have an extensive range of ruggedised industrial grade Ethernet Switches, PoE Switches, Media Converters, Bus Protocol Devices (ModBUS, CanBUS, ProfiBUS/ProfiNET), Serial Device Servers, Serial Converters, Industrial Wireless Networking (including Mesh and WiMAX), Industrial Power Supplies and Industrial Network Management software. EthernetDirect's products offer great value and are used in areas such as manufacturing, industrial, mining, transport and utilities environments, to name a few.



Alloy has been a key supplier of VoIP and business grade IP communications products since 2004. In that time our Reseller network has supplied thousands of latest generation IP Telephony systems to customers of all types and size throughout Australia. The IP communications revolution continues to revolutionise enterprise networks; through key Vendor partners including Epygi, Zultys, snom, Yealink, Motorola and Cyberdata, Alloy offers an unrivalled range of IPPBX, VoIP and Cellular Gateways, IP voice and video Phones, IP Paging systems, SIP-enabled Routers, plus our own Alloy Power over Ethernet Switches.



Video communications (Video conferencing and telepresence) technologies are rapidly developing and are becoming much more affordable. Businesses and organisations of all types are recognising the enormous potential for staff and company productivity, and as a consequence this market is currently experiencing high levels of growth. In 2011 Alloy partnered with Vidyo as their authorised ANZ Distributor. Vidyo is a key pioneer of H.264-SVC video conferencing and personal telepresence solutions. Vidyo's range of High Definition Conference Room, Desktop PC, Tablet and Smartphone video communications solutions feature groundbreaking technical innovations. Vidyo conference participants communicate over the Internet via public IP networks or 3G/4G services, with individual endpoints connected over realtime adaptive links that maintain the best available quality video stream. Vidyo have also shifted the cost paradigm - these systems are







## SOLUTIONS

The prime requirement for many customers is not just value for money and product quality. A well designed, 'to spec' solution that meets all of the customers requirements is often even more important. Alloy takes the time to ensure that all the details are discussed and understood. Our sales professionals are technically trained to provide consultancy services, no matter the size and scope of a project. When required, Alloy technical personnel and engineers can become involved in discussions to ensure all relevant aspects of a project are examined and catered for. Our customers appreciate our attention to detail - and the robust, worry free solutions we help deliver.

## SUPPLY

Alloy has built up an impressive catalogue of reliable, feature rich and affordable products across the technology areas we are active in. We have consistently maintained a commitment to bringing new technology to our customers in a timely fashion - and when we make a commitment to offer products based on newly developed technology, we retain that commitment much longer than most suppliers. We maintain high stock levels of all key product lines, and a large proportion of our more specialist items are available from stock.

Of course, no supplier can be across all technologies and products. If you require a 'hard to source' item, call Alloy - we can usually utilise our extensive contacts with manufacturers around the globe to meet such requests. If your requirement just isn't available, we can discuss the possibility of Alloy designing a solution for you.

## SUPPORT

The deployment of IT projects doesn't always go to plan. Alloy recognises that supplying top quality technology isn't enough; our customers need to be able to access expert support services when and if required. Alloy's Australia-wide network of Resellers bring their own resources and expertise to the task of front-line support for their customers, to ensure projects are implemented in a timely and professional manner. Where required, Alloy will work jointly with a Reseller partner to resolve any issues needing our direct input.



## SERVICE

Alloy's direct customers can access free technical support on all our products. Our entire catalogue is fully supported for warranty and repair, with most work taking place here in Australia within our Service Department. Many of our products can be further protected either through the purchase of either an Alloy Advance Replacement Contract or a Maintenance Contract from an Alloy Vendor Partner.

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