



Australian business, Dubber, to launch across Asia

Announces distribution agreement with Go Cloud IT

[Holly Morgan \(ARN\)](#) 31 July, 2015 16:57



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ASX-listed Australian Cloud-based software technology company, Dubber (ASX: DUB), is set to launch across Asia via a distribution agreement with Go Cloud IT.

The agreement enables Go Cloud IT to directly resell Dubber solutions and appoint sub-distributors and resellers throughout Asia.

Go Cloud IT announced that the company has signed on after care warranty provider for vendors such as HP, Lenovo and Toshiba, 1Care Global, as its first client.

Go Cloud IT chief executive, Ken Major, said the initial geographic focus for Dubber will be on Singapore, Malaysia, Indonesia and Hong Kong. It will involve direct sales and reselling through its partners, Corporate Innovations and XYZ in Hong Kong.

“A technology such as Dubber’s native Cloud call recording platform drives our competitive advantage. 1 Care Global, a local client and an existing client of Corporate Innovations, gives us the perfect launch pad,” he said.

Dubber chief executive, Steve McGovern, said with the recent Broadsoft certification, and now with a reseller network in Asia, including a reference client, the company is putting in place the building blocks to build a global SaaS business.

“Our primary path to market is through channel partners as this will facilitate faster growth and quicker revenue arrival through existing partner relationships with a highly leveraged operating model, whilst building significant competitive barriers,” he added.

<http://www.arnnet.com.au/article/580920/australian-business-dubber-launch-across-asia/>

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