

rhipe Launches the Microsoft Cloud Solution Provider Program



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rhipe launches Microsoft Australia's Cloud Solution Provider (CSP) Program

The board of rhipe (ASX: RHP) is pleased to announce the official launch today of its Microsoft Cloud Solution Provider (CSP) Program.

The program expands cloud opportunities for rhipe's Australian partners by providing them with marketing and sales enablement, provisioning, direct billing, implementation and support services for Microsoft's public cloud offerings.

rhipe is now a wholesaler or "Two Tier CSP" provider of Microsoft Office365, Windows InTune and Enterprise Mobility Suite. Later in 2015 Microsoft plans to add Microsoft Azure and CRM Online to rhipe's CSP program offerings. rhipe now gives service providers the ability to on-sell these public cloud products on a monthly "pay-for-what-you-use" basis.

In addition to Microsoft's own cloud products, rhipe will bundle other value-add offerings for service providers including LiveTiles and SkyKick's Office365 email-migration solution. Following the acquisition of nSynergy in December 2014, rhipe also allows service providers to call upon a team of highly skilled personnel to assist in the implementation and support of Office365 products, such as SharePoint and Yammer. Service providers can continue to manage the direct relationship with end-user customers while rhipe, the Cloud Channel Company, provides the licenses and services capabilities to support its service-provider partners.

rhipe is excited by the level of interest shown in this program by channel partners. rhipe's Chief Executive Officer, Dominic O'Hanlon, believes that "this is an important milestone for rhipe and our partners here in Australia. Two Tier CSP is a great fit for our

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business today, and beyond. rhipe now offers public, private and hybrid cloud solutions from Microsoft.

“Our Cloud offerings enable partners to deliver and manage the Cloud the way they want it. rhipe is the Cloud Channel company; we’re all about enabling service providers across Australia to harness the Cloud opportunity and this is a positive step in our long-term strategy.”

About Two Tier CSP

rhipe's appointment as a Two Tier Cloud Solution Provider adds to the portfolio of Microsoft cloud licensing it offers to the Australian channel. Australian channel partners can access a range of Microsoft licensing programs through rhipe: from hosted or private cloud software via Service Provider Licensing Agreements (SPLA) to hybrid-cloud enterprise agreements via the Licensing Solution Provider program (LSP) and now public-cloud offerings via the Cloud Solutions Provider program (CSP).

Cloud Continues to Grow Rapidly

Recent research conducted by IDC, Forrester and Telsyte indicates continued growth in the Cloud economy, which represents significant opportunity for the channel:

- Australian Public Cloud spend is forecast to increase from AUD\$909M in 2014 to AUS\$1.7B by 2018 with a CAGR of 17.2% (IDC, Jan-15)
- The Global Public Cloud market will rise to USD\$191B by 2020 (Forrester, April-14)
- 84% Australian CIOs intend to increase or maintain Cloud spend in 2015 (Telsyte, Workplace Study 2015).

For more information contact:

Carolyn Agombar

Vice President Marketing

Ph: +61 488 113 524

Additional Information About rhipe

rhipe, (ASX:RHP) is the cloud channel company. It provides its partners with a complete end-to-end cloud solution, helping them to grow and thrive in the emerging Cloud economy. As the Cloud-first, channel-first company, rhipe is recognised as the leading expert in subscription software licensing in Asia Pacific and its multi-award winning services and support division is the industry leader in Microsoft Office365 implementation.

Formerly known as NewLease, the company rebranded to rhipe in 2014 and has offices in Melbourne, Sydney, London, New York, Shanghai, Auckland, Singapore, Bangkok, Manila, Mexico, Kuala Lumpur and Jakarta.