

Wavelink celebrates 20 years of success in Australia and New Zealand

November 15, 2018 – Wavelink, a leader in providing enterprise solutions to the channel, is celebrating 20 years of operation in Australia and New Zealand with more than 10,000 communications, wireless and network security systems sold during this time.

Wavelink started out representing a single vendor with a handful of partners and has grown to become a technology aggregator selling a range of hardware and software solutions encompassing mobility, messaging and network security from Fortinet, Spectralink, Spok, Olinqua, CenTrak and Digium, with more than 500 partners.

Ilan Rubin, managing director, Wavelink, said, “To survive 20 years in this industry is a great achievement in itself. While we have had our share of ups and downs, our ongoing success is testament to our ability to adapt and embrace a changing market. This is particularly true when it comes to the ongoing evolution of technology from hardware to software and the increased uptake of ongoing annuity revenue via renewals for licenses, maintenance support, and subscriptions. The cornerstone to our success has been our fantastic team, coupled with long-term relationships with both key vendors and partners.”

Over the past three years, Wavelink has invested significantly in developing a health practice, which has led to it supplying complex solutions to public hospital groups in all states via its channel partners.

Ilan Rubin said, “This has also opened the door for Wavelink to deal with most of the major tier one systems integrators, bidding on and fulfilling major health tenders.”

Wavelink has also established, from a zero base, a rapidly growing network security arm in the last 18 months.

In late 2017, Wavelink opened its new state-of-the-art head office in the Melbourne suburb of Hawthorn, which included a custom fit-out to meet its current and future requirements. This includes dedicated demonstration and training facilities.

Ilan Rubin said, “We have also invested significantly in our backend systems and processes to give us the ability to scale, while controlling our overhead and providing enhanced levels of service and responsiveness to our partners in a competitive environment. Wavelink has recently launched a refreshed webstore and will launch a completely new website for our channel partners by the end of 2018.

“Our expectation is that Wavelink will grow by between 50 per cent and 100 per cent in 2019 versus 2018. We will also continue to expand our vendor line-up with complementary offerings. The business is now exceptionally well-positioned to be a true provider of total solutions to channel.”

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