

TechExpress expands in Africa, powered by Vertiv's 'Simply Exceptional' Partner Program

A Vertiv Case Study



Background

Founded in 2007 in Johannesburg, TechExpress specializes in distributing PC parts and accessories, as well as providing enterprise solutions from edge computing to core and cloud. Over the years, TechExpress has established itself as a key player across Africa, delivering enterprise solutions and maintaining a strong reputation for service excellence in the region.

Challenge

As part of its mission to be a leading provider of enterprise solutions in Africa, TechExpress sought to expand its reach in edge computing and data center solutions. They needed a partner that could provide high-quality, customizable solutions to address the unique infrastructure needs of its customers, particularly in the fast-growing edge computing sector.

This partner needed to offer a diverse portfolio, competitive pricing and excellent technical support, to enable TechExpress to deliver end-to-end solutions across various industries.

Solution

In June 2020, TechExpress formed a distribution partnership with Vertiv, to bring innovative edge solutions to the African market. Since then, TechExpress has risen to the prestigious Diamond Elite status in Vertiv's Partner Program. This partnership allowed TechExpress to leverage Vertiv solutions, such as the Vertiv™ SmartCabinet™ and Vertiv™ SmartMod™, to deliver customized, cost-effective and scalable data center solutions to customers across various sectors.



Profile:

TechExpress was founded in October 2007, after being awarded the Critical Parts Program contract by Dell. The organization has grown into a focused distribution entity specializing in two main areas, namely PC parts and accessories, and Enterprise Solutions. TechExpress boasts a management team with vast experience and knowledge of the IT industry and its logistical requirements.

Industry:

Technology

Region:

Africa

Outcome

Through its collaboration with Vertiv, TechExpress now delivers complete, end-to-end infrastructure solutions, expanding its reach across various sectors and offering a highly specialized range of products for data centers.

Key benefits of this partnership include access to Vertiv's comprehensive support throughout the entire solution lifecycle. This encompasses initial customer briefings, detailed solution design and customization, logistics management, installation and post-sales technical support. This collaboration provides Dell customers in the data center and commercial industries with expert system support and tailored solutions.

The partnership with Vertiv has expanded TechExpress's market reach across Africa, enabling the delivery of end-to-end infrastructure solutions to local customers. The delivery of highly customized solutions to fit customers' exact infrastructure requirements – rather than a one-size-fits-all option – has resulted in high customer satisfaction, particularly in value for money, quality offering, and service support. Increased interest in Vertiv products has seen a significant rise in customer enquiries and driven a revenue increase, with an impressive annual growth rate exceeding 50% over the past year.

TechExpress has also benefited from Vertiv's Marketing Development Fund (MDF) Program, allowing the company to host targeted customer events that showcase their combined edge computing solutions. This collaborative approach has further strengthened TechExpress's position in the market.

“TechExpress has been able to draw on Vertiv’s simply exceptional end-to-end support - from initial customer presentations through solutions crafting, logistics, installation and post-sales technical support - to grow TechExpress’s African footprint while also experiencing strong and sustainable revenue growth in the edge computing arena.”

Robin Nunn, Marketing Manager
at TechExpress

