



Newsletter

AT&T Cabling Systems in Australia and New Zealand

Sydney, 11 August 2015

AT&T Cabling Systems expands its reach to Australian and New Zealand IT markets.

The new sales offices are situated in Sydney, headed by Mr. Rashesh Chokshi, AT&T Cabling Systems Sales Manager in Australia & New Zealand.

Contact details are available in our online contact section (<http://cabling.att.com/Contacts/>).

Mr. Chokshi said:

“Like many other mature markets, Australian structured cabling industry is flooded with most major brands available across the globe and subsequently the competition is fierce but only a few brands offer a complete and comprehensive solution as AT&T Cabling Systems.

AT&T Cabling’s comprehensive range of products including copper, fiber, data center, racks and outdoor solutions provide end users a line of high-quality products backed by a world renowned brand. AT&T is known for its superior product quality and customer service which is second to none.

Our aim in Australia is to find partners who share the same enthusiasm as AT&T Cabling System to provide state-of-the-art products to the end user. This will be a once in a lifetime opportunity for our channel partners and system installers to form a long term relationship with AT&T Cabling Systems. Working with AT&T Cabling Systems will open up a whole new avenue for our channel partners. The AT&T Millennium™ lifetime warranty is an advantage to the end user and unique in the industry. We will be appointing only a few system installers who are specialized in structured cabling and data-center industry supported by our expert distribution partners who have a presence in both Australia and New Zealand.

The AT&T Cabling Certified Installer training program run by some of the best technical people in the cabling industry ensures that components delivered to our customers are installed properly; delivering the highest level of performance. I am confident that with such a mature range of products it is only a matter of time before AT&T Cabling Systems earns market recognition in ANZ.”

Mr. Chokshi has worked in different marketing and sales positions and in business development for more than 15 years in Australian Comms and Data industry: He worked many years for Madison Technologies and some years in Anixter Australia. Now he is sharing his experience with AT&T Cabling Systems.