Welcome to OUR WORLD

First Distribution is South Africa’s leading distributor for datacentre, enterprise and cloud solutions.

Discover more about what makes us great...
First Distribution's Stack allows vendors and business partners to view the full extent of the company’s distribution offerings at a glance. It combines best-of-breath brands in various product arrangements in order to provide customers with world-class, all-inclusive IT solutions.
First Distribution is a value-added distributor of leading global brands, providing complex ICT solutions to the Enterprise and SME markets. The First Distribution model is based on delivering solutions through an established reseller base, which has been built up through a history of consistent trustworthy service and nurturing resellers as business partners.

First Distribution’s unwavering commitment to their business partners, whose success they view as their own, ensures a keen understanding of their resellers’ needs, enabling First Distribution to bring maximum value to their endeavours.

First Distribution prides itself on its ability to service market leading brands in the enterprise IT market and have been mandated by some of the largest and most successful IT companies in the world to distribute their products and services.

These include IBM, Oracle, EMC, VMware, Microsoft, Riverbed, Samsung, McAfee, Veeam, CommVault, VCE, Huawei, LG, Ruckus Wireless and many others.
First Distribution aims to be recognised as the first choice value-added distributor of leading global brands, providing complex ICT solutions to the Enterprise and SME markets, focused around the Data Centre, Virtualisation, Hosted Applications and Cloud Based Services, Database and Middleware, Security and Network Infrastructure, backed up by unparalleled expertise.
Founded in 1984, Epsidon Technology Distribution (Pty) Ltd, trading as First Distribution, started business as an innovator in the IT technology space by writing backup software and designing a QIC-02 tape streamer interface card. The TEAC tape streamer mechanism became the base for the Epsidon Tape Streamer Backup System, which was sold primarily to the European market, as well as Australia, the USA and a smaller percentage to the Southern African market.

The high volume of TEAC tape mechanisms purchased, led to a proposal from TEAC that the company distribute its floppy drives. As the business grew, more and more products were brought on board, including motherboards, I/O cards, display cards and cases, and these components were distributed to the reseller community. Due to customer demand for high quality white boxes, First Distribution started assembling its own white box product which was branded the Epsidon PC.

Concurrently, the IBM brand continued to grow to more than 50% of the total company business. From early 2000, First Distribution's focus became almost exclusively IBM branded product which enjoyed substantial growth, ultimately leading to the gradual discontinuation of the white box brand.

In 2002, IBM South Africa appointed First Distribution as a distributor for the full range of IBM Software product, thus completing First Distribution's IBM product offering. In 2013, we are celebrating our 18th year of successful collaboration with IBM.

In 2005, First Distribution opened a Networking business unit, which distributes cable, fibre and edge-of-network products. During 2009, a strategic decision was made to diversify the brands that First Distribution offers to its business partners.

This started with the Samsung LFD distribution agreement in April 2009, with a product range that complements First Distribution's offering to its retail partners, and becoming a substantial brand within the company.

An exclusive agreement for South Africa was entered into with Oracle on 1 December 2009.

Following this and the acquisition of Sun Microsystems by Oracle in 2009, Oracle Hardware was added to First Distribution's portfolio for distribution in July 2010.

First Distribution’s next new brand was VMware, commencing trading on the 1st of March 2010. While First Distribution had already been distributing VMware via the IBM OEM agreement for many years, the new agreement directly with VMware has enabled First Distribution to use its extensive VMware skills with a new set of business partners that have previously not sold IBM or who are hardware “agnostic”. This has been an extremely successful agreement, culminating in First Distribution winning the “2010 VMware Distributor of the Year” award, after only trading for ten months.

EMC and RSA were added in July 2010. EMC sales have grown phenomenally, and First Distribution is proud of the success it has achieved with this brand in the Enterprise and SMB markets.

A hosting division was created with the signing of the First Distribution Microsoft SPLA distribution agreement on 1 March 2011. Parallel to this, First Distribution also signed the VMware VSPP hosting agreement. This specialist team focuses on hosting solutions to the business partner community.

Veeam and Commvault agreements were signed in early 2011 and these two fantastic offerings have formed part of the First Distribution virtualisation ecosystem.

First Distribution has continued aggressively expanding its vendor portfolio, adding multiple world-class brands over the last few years including McAfee, Huawei, APC, Pivot3, VCE, LG and most recently, Riverbed.

May 2014 saw First Distribution leading the market in launching First for Cloud, the country’s first cloud services brokerage. Seizing the opportunity offered by the growth of cloud in the IT industry, First for Cloud leverages First Distribution’s strong and well-established relationships through connections to top-class cloud providers, offering resellers and their end-user customers easy access to a wide array of the world’s very best cloud services.

Over thirty years in business and a well-constructed portfolio of product offerings and partnerships position First Distribution as a market leader in the development of world class IT solutions using premium brands to offer our customers unrivalled products and services for their clients.
Debbie Abrahall  
**Managing Director**

Debbie Abrahall has spent her career with the First Technology Group and has worked her way up through the company to her current position. Apart from a six month break in service with Panasonic Systems, Debbie has been with the company for 19 years and in her current role for the past 13 years.

Under her leadership, First Distribution has grown to be one of the leading value added distributors in South Africa with a first rate staff complement and senior management team, who have worked for Debbie cumulatively in excess of 50 years.

Tony Abrahall  
**General Manager**

Tony Abrahall joined First Distribution in April 2008, and after an aggressive acquisition drive to bring new vendors into First Distribution’s portfolio, was appointed General Manager, with the business being restructured to become more solutions-focused.

Tony has a long career in the IT industry, and has made his mark in companies ranging from Lotus to IBM, where he achieved phenomenal success in leading and closing multi-million rand deals, penetrating new retail accounts and developing a strategic partner network for IBM’s Retail and Software businesses. Tony was on several occasions the recipient of the prestigious IBM EMEA Leadership Award, as well as the IBM EMEA General Manager’s Award for Excellence, Top Salesman Award and was selected to attend IBM’s Top Achiever Club on numerous occasions.

Ludwig Dedekind  
**General Manager**

Ludwig has more than two decades of experience in the IT industry ranging from technical to sales and management positions with a variety of well-known and respected companies, including Datakor, Infoplan and Edgetec.

Prior to joining First Distribution in 2006 as IBM Brand Manager, he managed various roles at IBM SA, from Pre-Sales Technical responsible for Eskom, to IBM x Series Sales Specialist for the coastal regions, and finally as IBM System x Brand Manager for South and Central Africa, located in Johannesburg. Ludwig was instrumental in achieving exponential growth in the IBM x Series Server and Storage businesses, earning him numerous Top Achiever awards.
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First Distribution is committed to equal opportunity employment, proudly achieving an Empowerdex Scorecard Report rating of AAA Level 2 on 24 March 2014.

Where We Operate

First Distribution is a national company with branches located in five major cities around South Africa, and our head office located in Cape Town.

We operate from:

- Cape Town (Head Office)
- Johannesburg
- Durban
- Port Elizabeth
- Bloemfontein
First Distribution is committed to a set of values which we live by.

Integrity
We are consistently honest and truthful in our dealings with each other, with our clients and with our vendors.

Respect
We are respectful towards each other in our words and our actions.

Accountability
We stand accountable for the consequences of our actions, both positive and negative.

Attitude
We are determined to give of our best in our jobs and work towards making First Distribution, our clients and our vendors, a success at all times.

Teamwork
We strive to work productively and in cooperation with each other, fostering a healthy atmosphere of mutual support, and in-turn allowing everyone to achieve their own work-related goals.

Enjoyment
Where we feel free to enjoy our jobs, be creative and to enrich the working atmosphere within First Distribution.
First for Cloud took a bold and exciting step in launching the South African IT market’s very first cloud services brokerage in May 2014, and First for Cloud leverages South Africa’s leading distributor’s relationships with multiple world-class cloud providers, to ensure that resellers have access to only the best products and services.

First for Cloud enables customers to purchase their very own webstores. A First for Cloud webstore is an online partner branded shop which enables resellers to sell cloud services to their end-users. Cloud services from the top global cloud providers and vendors are supplied through the First for Cloud Catalogue, and resellers have the ability to select which services they want to resell via their own branded First for Cloud webstores.

First for Cloud also offers a number of solutions to get resellers started on the road to selling cloud services as quickly as possible. These include both pure cloud services as well as value-added peripheral services such as consulting, webstore setup and support.

For more information, please visit www.firstforcloud.com

STEERING THE SHIP

First Distribution’s General Manager for Cloud and Hosting, Kevin Derman is currently heading up the First for Cloud brokerage.

Kevin is a well-known and highly respected player in the local cloud industry, having previously headed up the partner business for Microsoft South Africa as well as IBM Sub-Saharan Africa.

He also co-founded Infointeg (now IntelliCred), an internet start-up, and is a motivational and business speaker.