

Empowering Partners. Delivering Innovation.

IT Distribution



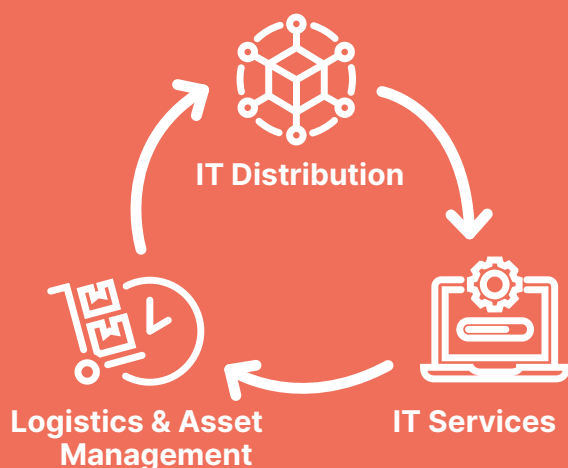
Bridging Global Technology and Local Success.

IT Distribution at Entelar Group

Entelar Group connects global technology brands with New Zealand's most forward-thinking resellers, integrators, and enterprises.

More Than a Distributor

We deliver more than just hardware - we deliver value through trusted relationships, national logistics, and fast reliable service and support - we help our partners win.



What We Offer

Our IT Distribution team enables the full technology lifecycle - sourcing, deploying, and supporting a wide range of IT hardware, software, and accessories.

Backed by strong vendor partnerships and local expertise, we help partners grow and scale with confidence.

How We Do It

- **Nationwide Reach:** Warehousing and fulfilment hubs across New Zealand
- **Strong Channel Network:** Deep partnerships with leading resellers, MSPs, and integrators
- **End-to-End Support:** From quoting through to post-sales enablement
- **Expert Product Team:** Guidance at every stage of the sales process
- **Marketing & MDF:** Co-branded campaigns and funds to support partner growth
- **Smart Insights:** Real-time data to optimise sales and performance



Benefits of our IT Distribution

IT Distribution Division

Entelar Group's IT Distribution division connects global technology brands with New Zealand's most innovative resellers, integrators, and enterprises.

We distribute a comprehensive portfolio of IT hardware, software, and accessories - spanning networking, cybersecurity, collaboration, mobility, and cloud solutions. Backed by a nationwide logistics and channel support network, we provide:

Cisco: Industry-leading networking hardware, software, collaboration tools, security solutions, and innovations in AI.

Broadcom: Provider of VMware virtualization through the VMware Cloud Service Provider Programme.

Dubber: Cloud-native call recording and voice data analytics platform for modern communications.

Ekahau: Market-leading Wi-Fi site survey tools and wireless network design software.

Huawei: Smart, reliable networking solutions purpose-built for small business success.

Motorola: Innovative consumer smartphones and mobile devices.

Nokia: Advanced telecom infrastructure and CPE for B2B applications, including private wireless, data centres, and industrial edge networking.



Radware: Comprehensive cybersecurity solutions for on-premises, cloud, and software-defined data centres.

Rackmount IT: High-quality rackmount solutions tailored for all major IT appliances.

Samsung: Enterprise-grade mobility and display solutions built for business environments.

Kensington: Professional-tier product solutions from docking stations, computer cable locks, to mice, trackballs, and ergonomic tech accessories.

TruSens: Innovative air purifiers providing healthier more productive workspaces at home and in the office.



Why Choose Entelar Group?

Entelar Group is New Zealand's leading integrated technology solutions provider, supporting the critical infrastructure that keeps our country connected. From civil works and fibre deployment to mobile networks, IT distribution, logistics, and IT services - we manage the full lifecycle, from design and build to responsible recycling.

With over 450 locally based staff and 120 service touchpoints nationwide, our reach and technical depth make us the trusted partner for powering New Zealand's digital future. Every solution is underpinned by best practice in Health and Safety, ensuring reliability and care at every step.

Solutions made simple. Coverage that spans the country.

Commitment to Health & Safety

At Entelar Group, safety isn't just a priority - it's embedded in everything we do. Our 360° Health & Safety culture wraps around our people and yours, ensuring a secure, compliant, and proactive working environment.

We focus on:

- **Strong Foundations** – Getting the basics right, encouraging open dialogue, and providing high-quality protective equipment.
- **Robust Processes** – Ensuring compliance, minimising risks, and continuously learning from every situation.
- **Ongoing Training** – Regular competency assessments and clear procedures to handle incidents effectively.
- **Commitment to Safety Standards** – We prioritise safety ensuring full compliance with NZ's Health and Safety Work Act 2015.

With an active Health & Safety management system in place, we empower our team to work confidently and safely. Because at Entelar Group our goal is simple:

Everyone goes home safe and sound at the end of each working day.



Connect **with us**

Find out more

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