



# INET and Synacor Expand Zimbra Partnership to Serve Enterprise, Small and Mid-Sized Customers in Thailand

5/17/2017

## Builds on INET's Success in Extending Zimbra to the Government Sector

BANGKOK--(**BUSINESS WIRE**)--Internet Thailand Public Company Limited (INET), a leading provider of information and communications technology (ICT) infrastructure services in Thailand, and Synacor (Nasdaq:SYNC) today announced that the companies are expanding their partnership to offer Zimbra, Synacor's email platform, to government and business customers in Thailand. Thailand is in the midst of modernizing government services within all sectors under the recently announced **Digital Government Plan**. The goal of the program is to achieve integrated, citizen-centric digital government services within five years.

The agreement builds on INET's success extending Zimbra email and collaboration tools to the government sector, an achievement that led INET to become the first Zimbra Platinum Business Service Provider (BSP) in Southeast Asia. In addition, INET has migrated its corporate email and collaboration suite to Zimbra. The announcement was made at a press conference hosted by INET, Synacor and Rhiper Technology (Thailand) Co. Ltd., a cloud channel company.

"In Thailand, businesses and government organizations are demanding more from email providers: state-of-the-art, enterprise-grade technology, extensible functionality, reliability and world-class security," said Mrs. Morragot Kulatumyotin, Managing Director of Internet Thailand Public Company Limited. "Our partnership with Synacor coupled with our cloud infrastructure is helping us address these customer needs as we expand our reach into the government and enterprise markets."

Leveraging the growth of APIs and the rise of the cloud, Synacor designed Zimbra to be open, extensible, and secure. In addition, Zimbra has scalable deployment options protecting privacy for organizations of all sizes – from small and medium enterprises to large enterprises and highly regulated government organizations. With efficiencies afforded by their own next generation data centers and cloud architecture, INET provides a hosted

Zimbra solution that delivers enterprise-level performance while supporting all data sovereignty and security requirements.

“As the first Zimbra Platinum BSP in Southeast Asia, INET is a proven partner that has capitalized on the market opportunity in Thailand,” said Marcus Teo, Vice President Sales and General Manager of APxJ, Synacor. “At Synacor, we believe that a collaborative community that channels shared knowledge and expertise can benefit the email and collaboration marketplace. We look forward to helping INET build stronger connections with their customers as they look to diversify their business.”

The global email market is growing. By year-end 2020, nearly half of the global adult population will have an email account.<sup>1</sup> The future of email is bright and Synacor and its partners are on a mission to enable its renaissance. Recently, Synacor released a new whitepaper, **“Email’s Renaissance,”** that outlines changing consumer behaviors, attitudes, and habits around email, key challenges facing email providers and the benefits of leveraging collaboration to accelerate innovation. For more information about becoming a Zimbra Partner visit <https://www.zimbra.com/partners/become-partner/>

Zimbra, a Synacor product, connects people and information with unified collaboration software that includes email, calendaring, file sharing, chat and video chat. It powers approximately 500 million mailboxes and works with 1,500 partners. More than 2,500 enterprises, 1,000 governments and 120 service providers trust Zimbra.

## About Internet Thailand Public Company Limited (INET)

Internet Thailand Public Company Limited (INET) is a leading provider of ICT infrastructure services in Thailand and listed in the Stock Exchange of Thailand. ICT technology is a fast-changing sector, and with our broad experience in providing ICT Solutions, we deliver ICT infrastructure as a service provider. We commit to provide innovative solutions, services and applications. The company offers services ranging from design and consulting, and network infrastructure to respond to our customers’ needs in their businesses and guarantee satisfaction with international standards.

## About Synacor

Synacor (Nasdaq: SYNC) is the trusted technology development, multiplatform services and revenue partner for video, internet and communications providers, device manufacturers, governments, and enterprises. Synacor’s mission is to enable its customers to better engage with their consumers. Its customers use Synacor’s technology platforms and services to scale their businesses and extend their subscriber relationships. Synacor delivers managed portals, advertising solutions, email and collaboration platforms, end-to-end video solutions and cloud-based identity management. [www.synacor.com](http://www.synacor.com)

---

<sup>1</sup> Radicati Group. "2016 Annual Email Report."

Contact:

Synacor

Matt Wolfrom, 716-362-3880

VP, Corporate Communications

**[Matt.Wolfrom@synacor.com](mailto:Matt.Wolfrom@synacor.com)**