

# Apple names First Technology as authorised SA reseller

First Technology has been appointed as an authorised Apple reseller in South Africa. First Technology will be tasked with selling and supporting Apple's complete product offering to enterprises and mid-sized businesses, across the country.

First Technology has also committed to providing resources for the brand, including product managers, sales staff, as well as support resources for the end user customer, ensuring an end-to-end customer experience with a single company.

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