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DSI Rebrands with a New, Modern Look

DSI, the Iowa based distributor, has rebranded with a fresh, new look to reflect the evolution of their business. Once known as a consumer electronics and satellite video hardware distributor, the company has expanded and diversified its business portfolio, primarily with partner AT&T. Formerly known in the industry as DSI Distributing or DSI Systems, they are now simply DSI.

DSI is partnered with AT&T in their broadband, mobility, and video product lines, offering training and sales support nationally. Other partners include Viasat, Vivint, NRG, and Genie Energy, to name a few. DSI also owns SARA Plus, their proprietary order entry, reporting, and business management software, developed for AT&T and Viasat indirect dealers.

DSI is also partnered with AT&T in their commercial B2B space, Lodging and Institution business, and Multi-Dwelling Unit sector, providing assistance in video, broadband, mobility, and other AT&T products.

“As we have changed, so has our look and story based on everything we are doing today,” said Doug Robison, President and CEO of DSI. “Although we have been in business for 35 years primarily as a satellite and CE wholesale distributor, today we are so much more than that. Our services include training, sales management and execution, marketing, engineering, and logistics capabilities, along with our software platform, SARA Plus, which is highly utilized in the indirect dealer space for AT&T and Viasat retailers.”

About DSI

DSI offers many opportunities in the indirect dealer space for dealers and vendors. We offer competitive advantages for our dealer partners and the products they sell, both commercial and consumer. We partner with our dealers on many levels: sales management and execution, product and offer training, marketing expertise, software solutions, engineering and warehousing and logistics. We are dedicated to serving dealers with quality customer service and convenience. This is accomplished through individualized service, strong product offerings, a fast and efficient delivery system and Territory Managers across the country to help you grow your business. To begin a working relationship with DSI, retailers are invited to call (800) 888-8876 or visit DSI at www.dsisystemsinc.com.

