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Press Release

ABC Data launches a cloud platform and goes beyond traditional distribution

Making the ABC Data Cloud platform available to our partners interested in cutting-edge cloud solutions enhances the current process of changes in ABC Data. The company consistently develops further competencies, going far beyond traditional distribution. Even though it is still the most important part of the company's revenue structure, with the ongoing digitisation of economies and societies, new forms of business should become increasingly important. Value-added services, the said cloud-based platform, and e-commerce services provided via innovative tools – InterLink, mInterLink, and Reseller Web – these are currently the areas of focus for ABC Data.

ABC Data Cloud platform enables global and local vendors to offer their solutions in the form of the following services: Infrastructure as a Service (IaaS), Platform as a Service (PaaS), Software as a Service (SaaS) and Disaster Recovery as a Service (DraaS). This allows resellers registered in the ABC Data system to gain access to a wide and varied offer including, among others: virtual servers, network drives, tools for the development of their own apps, or solutions enabling data archiving and backup, analyses, and planning. The offer includes also systems responsible for security as well as e-learning and workflow-type apps. With ABC Data Cloud, resellers can offer their final customers not only one configured service, but also packages comprised from offers of multiple vendors. Such companies, among others, as Kaspersky, Oktawave, Focus Telecom, Xopero and Talex provide their services on the platform.



Synergy effect

Vendors having in their offer cloud-based solutions can extend their existing sales channel by providing services on the ABC Data Cloud platform.

- Launching the platform is of particular importance to us not only in business but also in symbolic terms. It shows how profound and long-term are the changes taking place in our industry – explains Ilona Weiss, President of the Management Board of ABC Data. - More and more business and individual clients are interested in digital products. We meet their expectations by providing a modern tool provided with a range of functionalities. Designed on the basis of the latest trends and easy-to-use, ABC Data Cloud platform will bring tangible benefits to both manufacturers and resellers – she adds.

In Central and Eastern Europe, ABC Data regularly works with more than 13,000 resellers. Due to the ongoing digitisation of economies and societies, some of them will want to or even have to expand and adapt their offers to the needs of final customers interested in cloud-based solutions. ABC Data Cloud not only provides such a possibility, but also allows to achieve the effect of synergy. With the platform, resellers can order one specific technology service, or create complex packages, covering solutions of several vendors. As a result, the probability of becoming interested in even the most niche offer should be higher than before.

Convenient payment method

At the same time, the platform allows you to make the business easier and more flexible. In the digital world, there is no one universal technology service that could meet all the expectations of the companies. However, ABC Data Cloud has been designed to provide multiple solutions. They can be offered to final customers in the form of tailor-made packages in a fast and secure way.



- If the final customer needs, for example, a solution that enhances the security of data, the reseller assisting the customer can provide the service from a computer or mobile device level. In ABC Data Cloud, he just needs a few clicks to do so – says Andrzej Kuźniak, Vice-President of the Management Board of ABC Data. - He can combine the offers of different vendors into one package and modify them at any time just as easy. In the management panel of ABC Data Cloud, he can suspend, restart, or give up a previously purchased service – adds Andrzej Kuźniak.

ABC Data Cloud platform has been designed in such a way that cost management is performed in a comfortable and efficient manner. A seller may choose a one-time payment or one of two subscription plans: a fixed or variable fee, i.e. dependent on the use of the service. The fourth option is an open subscription that allows you to suspend, restart, or quit a service at any time. At the same time, the platform offers full control over expenses. You can set amount limits, and monitor and estimate costs at the end of the month.¹.

- When designing ABC Data Cloud, we wanted the resellers using it not only to have access to a number of practical functionalities, but also freedom in developing their relationship with the final customer. In the digital world, processes are very dynamic. This is why the ability to respond quickly and flexibly to the needs of the customers is so important – says Ilona Weiss, President of the Management Board of ABC Data.

Enhanced e-commerce services

ABC Data Cloud is not the only investment that allows the company to go beyond traditional distribution. Resellers obtain just now new or improved tools at their disposal: mInterLink and Reseller Web.

mInterLink is a free mobile app. It allows you to order consumer electronics and IT equipment from smartphones and tablets running on Android or iOS. The app works on the basis of the

¹ Does not apply to services available within the framework of a fixed monthly subscription.



InterLink platform, which ABC Data launched almost 20 years ago as the first company in the industry. Nowadays the platform is responsible for 85 per cent of the Group's transactions and is highly valued by many resellers for its intuitiveness and efficiency. InterLink provides comprehensive transaction handling: from stock status checking through submission and tracking of the implementation of complex orders to information about the available trade credits and the status of complaints under examination. On the other hand, mInterLink provides resellers with the possibility of making purchases at ABC Data at any time and from virtually anywhere – just the way they want and like. Thanks to the app, they do not have to use a computer – a smartphone or tablet with Internet access is enough.

For resellers considering running their own online stores, already in 2008 ABC Data created Reseller Web, which allows you to start up an e-store easily. The tool has just been redesigned and based on a technologically advanced engine of an online store. The project was developed in close collaboration with IAI S.A. – the market leader in e-commerce solutions in Poland. This tool allows for a quick and trouble-free creation and configuration of an open online store that is fully integrated with ABC Data systems. At the same time, it retains all the features of an autonomous, professional system. Products from the ABC Data offer, ordered via a store launched on the basis of Reseller Web, are shipped directly to the final customers of the reseller (dropshipping). Deliveries of goods are carried out by a reliable forwarder, which guarantees the highest level of services rendered.

- We truly believe that the investments in e-commerce platforms will bring tangible benefits to both ABC Data and our partners who will be able to adapt their business to the latest trends and market challenges – says Andrzej Kuźniak, Vice-President of the Management Board of ABC Data. - A perfect example of such mutual benefits are the effects of ABC Data's cooperation in the added-value services segment. When we acquired S4E last year, a key VAD distributor in Central and Eastern Europe, we were able to enhance our resources and competencies, which are essential for both manufacturers and resellers – he adds.

New challenges, new priorities

Investments in e-commerce and the development of value-added services do not, of course, mean a revolutionary change in ABC Data's business model. Delivering hardware or consumer electronics will remain an integral and essential part of the business due to, among other things, the ongoing digitisation. Both processes complement one another. - *A perfect example is gaming. Games are increasingly being offered in the cloud, but at the same time, players either buy new powerful computers or upgrade older models to boost their performance. They are also eager to buy peripherals. It would, however, be a mistake to put a spin to the reality and build the business only on the basis of the traditional distribution model* – explains Andrzej Kuźniak.

Technology, which becomes more and more widespread and cheaper, forces the largest manufacturers to make significant changes to their existing strategies. To remain competitive, businesses must merge or take over other entities. At the same time, they seek opportunities to expand their competence in the field of software and online services. The priority change process is confirmed by the recent PwC² report. In the years 2005-2013, the annual spending on IT and consumer electronics development increased from USD 120 billion to USD 170 billion, and in the case of software and online services from USD 20 billion to USD 50 billion. However, since 2013, one can observe in both those areas significant changes in both the direction and dynamics of investments. Hardware outlays are consistently decreasing, whereas expenditures on software and services increase faster than in the past. At the end of 2017, they can reach respectively USD 160 billion and USD 110 billion.

² PwC, "Global Innovation 1000 Study", 2016



- This trend should also continue in the future. The impulse is the ongoing digitisation of economies and societies. Both global and local manufacturers are aware of this. They are both investing more and more in the development of services as they allow for a faster development. Our organisation has been developing in this direction for a long time – says Ilona Weiss. The new technologies market is undergoing a profound transformation. Similarly as in the past, the same applies now. But the scale and dynamics of change is extraordinary. This is partly due to customer behaviour. In the digital world, they do not have to have everything to satisfy their needs. It can be enough to subscribe to cloud services in this regard. ABC Data adapts to these needs, thus going beyond traditional distribution as one of the first companies in our country – adds the President of the Management Board of ABC Data.

About ABC Data S.A.

ABC Data S.A. is a leader in the modern distribution of IT equipment and consumer electronics in the CEE region. As the only distribution company, it operates directly in eight Central and Eastern European countries. The company successfully creates market trends and systematically expands its portfolio with products in the area of new, innovative technologies. Thanks to many years of investment in online customer service platforms, the distributor is today a leader in B2B online sales. In the years 2009-2017, ABC Data was awarded seven times with one of the industry's most important awards, i.e. the EMEA Channel Academy award for the best CEE region distributor. As the first company in Poland it became a member of GTDC, a prestigious association of the largest IT distributors in the world. Since 2010 it has also been listed on the Warsaw Stock Exchange.

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