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Press release

ABC Data Technology Trends or how to employ new technologies.

Over forty top vendors in the field of IT and consumer electronics. Almost thirty lectures and presentations divided into eleven thematic blocks; several hundred resellers from all over Poland. The second edition of ABC Data Technology Trends, a unique technological event organized by ABC Data, a leading supplier of IT equipment in the CEE region, has just come to an end. The conference was an excellent occasion for resellers and integrators to acquire new knowledge and meet the largest manufacturers in the IT industry. Moreover, it provided an opportunity to test the most interesting solutions offered by ABC Data in 2018.

The second edition of the ABC Data Technology Trends event took place on 14 March 2018 at the EXPO XXI exhibition center in Warsaw. It was supported by dozens of leading tech vendors and attended by resellers and integrators cooperating with ABC Data. They had a chance to attend twenty dedicated lectures and presentations revolving around the subject of technology. "Technologies of the future", "Network infrastructure of tomorrow", "Management and security", "Cloud" or "Smart home appliances": these are just some of the many subjects raised during the conference. Individual topics were discussed by representatives of ABC Data and leading equipment manufacturers such as Dell EMC, Intel, Microsoft, Xiaomi, Cisco, Acer, Canon, Candy and Philips.

The conference was officially opened by Andrzej Kuźniak, Vice-President of the Management Board of ABC Data – *When we started our activity, computers were not common, only sci-fi writers could imagine shopping without leaving home, and gadgets looking like modern smartphones appeared only in movies. We operated in one country, we offered 550 products and supplied sixty resellers* – Andrzej Kuźniak recalls the beginnings of ABC Data – *Today,*

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according to the authors of the ITwiz Best 100 report, ABC Data is the largest IT company in Poland, and, in the opinion of CRN readers, also the best IT distributor in our country. We are in the vanguard of implementing new e-commerce solutions and our portfolio consists of more than 80 thousand products. We support over 13,000 resellers in eight countries of Central and Eastern Europe. These are the people for whom the ABC Data Technology Trends conference was established – explains Andrzej Kuźniak

After a short introduction by Andrzej Kuźniak, special guests made their speeches. The first lecture entitled "Digital Revolution - challenges facing Poland" was given by Anna Streżyńska, President of the Board of MC2 Solutions and former Minister of Digital Affairs. – *We are dealing with changes that are not only related to business, but most of all they affect broadly perceived social structures, engaging the business and citizens in the transformations in which they start to participate. Not only passively, but also actively – convinced Anna Streżyńska – Each of us must be able to face completely new educational challenges, completely new business challenges, but also new challenges in our everyday life, related to the world that surrounds us – said the President of the MC2 Management Board Solutions during her speech.*

Next, Maciej Piekarski, Senior Product Manager at GfK Polonia presented a presentation entitled "Trends in the ICT market", based on the results of the sales survey conducted among GfK POS resellers. They show, among others, that in the near future the most promising areas for business development are related to such technologies as the Internet of Things, Cloud, or mobile devices. – *What is worth investing in? First of all, smart home appliances and smart monitoring systems. These systems become increasingly simplified, but if we want them to achieve optimal performance, they must be installed by professionals – said Maciej Piekarski – other technologies that will definitely grow in importance are the Internet of Things connected to the 5G network and data management. We're talking here not only about data storage and backup, but also data processing and data analysis. Data is our*



raw material, information is our fuel, and today we all focus on knowing as much as possible – said the GfK specialist.

The last special guest was Thorsten Stiller, Senior Sales Enablement Manager Emea at Dell EMC, who Gave a very interesting lecture on “Dell Technology Advantage”. During the lecture Thorsten Stiller presented the most important advantages of innovative solutions by Dell EMC and talked about the greatest challenges that are currently faced by the heads of IT departments worldwide, such as digital transformation and transition of jobs.

Shortly after the end of the official opening ceremony, resellers could attend selected presentations and lectures. A lot of guests decided to attend a lecture by Wojciech Kotkiewicz, Systems Engineer Manager at ABC Data, on the possibilities of practical employment of Cisco Meraki solutions in SMB companies. – *Although designed for the SMB market, these solutions are scalable and can be freely adjusted. What’s even more important is that they can be also simplified. They are characterized by ease of use and management as well as many functionalities characteristic of enterprise-class devices -* added Wojciech Kotkiewicz. - *The portfolio includes switch layers 2 and 3, access points for wireless network and edge devices. All these solutions are managed in the same way, through a central administrative interface located in the Cisco cloud, i.e. Meraki Dashboard –* he explained.

The grand finale of the ABC Data Technology Trends conference, was an official Gala Night, During which the most distinguished Distributor’s Partners were awarded. The title of the “Best Partner of The Yea” went to S&T Polska. Other award categories included: “Best of Computers & Software Partner ABC Data”, “Best of Components Partner ABC Data”, “Best Security Partner ABC Data”, “Best SMB Partner of The Year Partner ABC Data” and “Most Innovative E-commerce Solution Partner ABC Data”. After the official part of the Gala, the guests had an opportunity to enjoy an artistic performance. Enej gave an exclusive concert reserved for the participants.



The pictures from the event can be found at <http://technologytrends.pl/> and the video materials are soon to follow. See for yourself!

About ABC Data S.A.

ABC Data S.A. is a leading IT hardware and service distributor in Central and Eastern Europe. It is the only company in the industry that operates directly in eight CEE countries. The company successfully sets market trends and systematically expands its portfolio with products relying on new, innovative technologies. Thanks to many years of investing in online customer service platforms, today ABC Data S.A. enjoys the leading position in the field of online B2B sales. In the years 2009 – 2018, ABC Data S.A. was named the Best IT Distributor in the CEE region by EMEA Channel Academy, one of the most important industry distinctions. It is the first Polish company that became a member of GTDC, a prestigious association of the largest IT distributors in the world. From 2010, ABC Data has been listed on the Warsaw Stock Exchange.

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