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Press release

Cloud building and cloud security with ABC Data

With the growing popularity of cloud solutions, more and more businesses and individuals are adopting cloud computing services to store data and use applications based on both private and public clouds. ABC Data, a leading IT hardware distributor, has continuously expanded its hardware and software portfolio to offer solutions that ensure smooth operation and security of cloud-stored files.

The latest additions to ABC Data offer include the 2-nd gen My Cloud Mirror personal cloud storage from Western Digital. With this advanced solution, you can store all your files and media in one secure location. It features an intuitive user interface which lets you access and handle your files from anywhere, either from a computer or mobile device. My Cloud Mirror has two hard drives, one for storing all the files, and one for storing their duplicates. This means that in the event of one disk failing, improbable as this is, your data still remains safe on the other one.

“With products such as My Cloud Mirror, you can set up a cloud at your company or at home for a greater sense of security and comfort,” explains Paweł Łachniak, General Manager at PC Components Department, ABC Data. *“One advantage of this over the cloud solutions offered by popular providers is that you know exactly where your files are at all times. This means reduced risk of losing control over your data,”* he adds.

Other private cloud solutions include those based on network-attached storage, or NAS, such as Seagate® Personal Cloud, which is now available at ABC Data. After connecting the disk to a wireless router, you can set up your own cloud to store your files, and then access them from all the devices connected to the home network, including, computers, tablets and mobile phones. You can also manage the files 24/7 from anywhere where internet connectivity is available, as well as stream and share cloud-stored content, for instance to watch them on Smart TVs. NAS devices, such as Seagate® Personal Cloud, can also be used for building private clouds in small companies to enable employees to access a database in the cloud from any location instantly.



Other new additions to ABC Data range include solutions from AVG Technologies, a global leader in data protection. AVG Business CloudCare and AVG Business ManagedWorkplace are services intended for business representatives, who are increasingly more interested in using cloud technologies. *“We are now seeing a gradual change in the perception of cloud computing services in terms of concerns about information security. Customers are becoming more aware that by making the right choice about what data and tasks should be moved into the cloud and what applications should be used for handling them not only enables informed risk management, but also provides benefits due to fast deployment and flexible billing terms,”* comments Paweł Ryniewicz, Sales and Marketing Director of the Value+ Department, ABC Data.

ABC Data range also includes traditional solutions from AVG, such as software for protecting private computers (AVG Internet Security), mobile devices (AntiVirus PRO Android Security) and IT solutions for business (AVG Internet Security Business Edition), as well as products for maintaining and improving the performance of computer systems, such as AVG PC TuneUp®.

According to IDC, the value of the Polish Cloud Computing services market in 2014 was \$130 million. It will triple to \$450 million by 2018, while the share of CC services in the overall value of the Polish IT services market will increase from 4% last year to 11% in 2019. This indicates that cloud solutions have an extremely high development potential and will drive the IT market over the coming years.

About ABC Data S.A.

ABC Data S.A. is a leader in the market of IT hardware and consumer electronics distribution in Poland and the only entity operating directly in eight Central and Eastern European countries (EU Member States). For over 25 years, the company has been offering computer hardware, software, and consumer electronics. ABC Data has the largest market product range including more than 100 000 products from over 700 renowned brands. In the recent months, the product portfolio was expanded with new categories, such as smart products, stationery, office equipment, toys as well as tools and power tools. Thanks to continuous development and many years of investment in on-line platforms of customer service, the company is one of the leaders in online sales. Between 2009 and 2014, ABC Data received five EMEA Channel Academy awards for the best distributor in Central and Eastern Europe. In 2015, the company again took the first place in the Computerworld TOP 200 main ranking, thus keeping its status of the largest IT company in the Polish market. ABC Data was the first



Polish company to join GTDC, a prestigious association of the 24 largest IT distributors worldwide. In 2010, ABC Data S.A. made its debut on the Warsaw Stock Exchange.

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