**ABCDATA**

Press release

## Availability of data offered by ABC Data

**Efficient data protection and maintenance of business continuity are the priorities set by modern enterprises. Realizing the importance of the issue, ABC Data has introduced the products of Veeam Software, a renowned company, to its offer. They allow efficient creation of backup copies and retrieval of applications and data. In the distributor's portfolio there are solutions developed by Veeam and available for Hyper-V-based virtual environments.**

For modern enterprises the loss of just a part of data means a risk of many serious consequences. An efficient way to protect oneself against such a situation is to create backup copies. In case of possible problems such a procedure allows to retrieve at least some part of the information. However, the process may involve long stoppages, which, especially for companies operating non-stop, 24-hours a day, 365 days a year, is unacceptable. Therefore, the advanced solutions offered by Veeam Software, come in handy.

*- We realize how important for the business comfort of modern enterprises are data safety and possibly short time needed for their potential retrieval -* says Paweł Ryniewicz, Sales and Marketing Director Value + at ABC Data - *Adding the solutions of Veeam Software for modern data centres to ABC Data's portfolio gives us a real possibility of providing comprehensive support for our partners regarding conducted projects based on solutions offered by leading server and storage manufacturers, such as Cisco, Dell, Fujitsu or Lenovo, as well as Microsoft virtualisation – he adds.*

Traditional backup data solutions ensure recovery time (RTO) and recovery point (RPO) indexes ranging from several hours to several days. In contrast, innovative solutions offered by Veeam, providing availability, allow to achieve recovery time and point objectives – RTPO™ of 15 minutes maximum for all application and data. Such a short time significantly facilitates maintenance of business continuity desirable by many enterprises. The solutions developed by Veeam allow the companies to limit the risk of possible stoppage, ensuring rapid data recovery and significantly shortening the backup window. What is more, they are very stable and due to an automatic testing of backup copies and replicas made you can be sure that the files, applications and virtual servers can be restored if need be. The ABC Data's offer includes

all products of Veeam Software: Veeam Availability Suite package, Veeam Backup & Replication software, Veeam ONE and Veeam Management Pack for System Center.

*- Commencement of cooperation with ABC Data, one of the leading IT hardware and software distributor in Middle and Eastern Europe, is something we can be proud of. The operation of Veeam is solely based on partner channel and ABC Data, over the last dozen of years, built close relationship with resellers, whose clients use the Microsoft Hyper-V platform -* says Krzysztof Rachwalski, Regional Manager for Eastern European Markets at Veeam Software.

Introducing Veeam Software products to the ABC Data's offer is a continuation of the process of constant widening of the distributor's offer regarding backup equipment and software.

### 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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