



Press release

Warsaw, 11.12.2015

Everyone can feel safe - a wide range of IT security products available at ABC Data

Safety, in general sense, is one of key areas for IT Distributors and their Customers because the level of threats to IT systems and devices is rapidly increasing and, therefore, there is a rise in demand for cyber protection. ABC Data cares for the safety in the virtual world by providing anti-virus programs and solutions which protect IT systems and devices. The distributor's offer now includes new security products - anti-virus solutions offered by AVG Technologies, the world leader in the field, and just a few days ago ABC Data introduced Dell SonicWALL TZ firewalls to its offer, guaranteeing inspection of transferred data packages, also including encrypted traffic.

You can say that cybersecurity is one of the key areas for companies because without proper safeguarding mechanisms their entire IT structure, that is all what constitutes the main part of our offer, is at risk. It's kind of an umbrella for the entire IT - Paweł Ryniewicz, Director of Sales and Value+ Marketing at ABC Data, says. - Therefore, it's so important for the security solutions to be "safe" themselves, that is to come from reliable, renowned and certified developers.

The new partner of ABC Data, AVG Technologies, the producer of AVG software, focuses on development of security technology of devices and data against viruses, spyware, hackers and spam. Solutions offered by AVG currently protect about 188 million users all over the world. They include products designed for tablets, smartphones, laptops, data stored in clouds, servers, networks, as well as e-mail. The producer offers full range of software for private computer protection (AVG Internet Security), mobile devices (AntiVirus PRO Android Security), as well as complex IT solutions for business (AVG Internet Security Business Edition).

The anti-virus technology offered by AVG provides the users with reliable scanning techniques of operational system and fast automatic update. The offer also includes the following cloud solutions: AVG Business CloudCare and AVG Business ManagedWorkplace, which facilitate and improve the quality of the performed IT security services. They enable remote monitoring and integration with environments of other producers. Apart from anti-



virus programs, AVG also offers advanced solutions designed for maintenance and improvement of the computer system performance, such as: AVG PC TuneUp®. Additional asset of the AVG software is easy installation and use, as well as availability of updates without the need to pay any extra charges. Moreover, after the takeover of the ewido networks AVG Technologies became a key provider of innovative anti-malware solutions. It strengthened functioning of the anti-virus programmes and firewalls by providing safeguards against constantly increasing distribution of malicious software via the Internet. The products sold by AVG are integrated with Microsoft platforms and with the software offered by Apple.

Traditional thefts and breaking in are far riskier and less profitable than cybercrime. PwC research shows its vast scale: annually the world economy loses about USD 375 - 575 billion as a result of cybercrime; thus, expenses on cybersecurity measures increase. In Poland in the previous year they almost doubled in comparison to 2013 and amounted on average 5.5% of the budget allocated for IT. In some companies they even constitute as many as 30% of all funding of IT.

ABC Data observes the increase in care for IT safety, which can be attested by the interest of customers in cyber protection products and solutions. Therefore, the Company offers different versions of security solutions - anti-virus, anti-spam, firewall - network or integrated, anti-malware - sold by renowned producers, such as: TrendMicro, Symantec or McAfee and Open Licence solutions (free or offered by the abovementioned producers). If a company does not possess sufficient funds to cover the cost of employment of an IT technician responsible for IT security, it can employ cloud solutions or outsourcing.

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 products from over 430 renowned suppliers. In the recent months, the product portfolio was expanded with new categories, such as smart products, stationery, office equipment, and toys. Further offer expansion with tools and power tools is planned for the nearest future. 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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