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Emmen, Switzerland, 11 June 2019

## Media release

### Leading US distributor uses ALSO's Cloud Marketplace

**D&H, based in Harrisburg, Pennsylvania, is one of the largest distributors in the United States with annual sales of around US\$ 4.0 billion. Founded over 100 years ago, the company is well on the way to being included in the Forbes TOP 100 Private Companies list and is a strong player that is now offering its channel partners the ALSO Cloud Marketplace, a comprehensive Platform-as-a-Service solution. Resellers can use it to provide their customers with customised IT infrastructure and software on demand for their workplaces, aka IT seats. This new strategic partnership in one of the world's largest markets sends an important signal for ALSO's successful expansion toward North America. ALSO is thereby also demonstrating its high level of solution and development competence as a leading European solution provider for the channel.**

«The partnership addresses a market of about 75 million small and midrange businesses and is a significant milestone in our endeavour to gain a sustainable foothold in one of the world's largest and most influential markets,» says ALSO Holding AG CEO Gustavo Möller-Hergt. «The agreement is also an important confirmation of the performance of our Platform-as-a-Service solution, with which our partners can successfully develop their business models further in the direction of consumptional business. We already manage around 2.3 million IT seats via our ALSO Cloud Marketplace, but the potential is nowhere near exhausted. Our aim is to manage ten million IT workplaces in up to 80 countries.»

IT infrastructure, software and devices for every workplace can be booked and managed on demand via the Platform-as-a-Service solution developed by ALSO, hence the ALSO Cloud Marketplace offers strategic partners like D&H enormous benefits. They no longer need to invest in tools of their own to map their as-a-service business. Instead they can concentrate on setting up more seats and monetarising them jointly with their customers. In addition, the marketplace and its portfolio will always be kept up to date. The PaaS solution also enables resellers to realign their business models. At no great expense they can customise, manage and develop their customers' IT seats without needing to set up an infrastructure of their own. Their mainly SMB customers then benefit as well.

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«We've paid close attention to how our VAR and MSP partners do business, asking them what elements would help expedite their migration toward a more lucrative managed and cloud services model», says D&H's Vice President of Cloud Jason Bystrak. «ALSO's transactional interface addresses many of the needs those partners outlined. The platform allows MSPs to deliver a range of both hosted services and hardware through a streamlined, simple-to-execute, and customized transactional system.»

The new strategic partnership with D&H is one of a whole range of partnerships that ALSO has concluded around the world over the past four years. They include collaboration with Treolan, an IT distributor in Russia, and partnerships with Bezeq International and Intcomex, who are placing the ALSO Cloud Marketplace at the disposal of their partners in Israel, South America and the Caribbean. Innovix Distribution offers it to its channel customers in Singapore, Malaysia and Hong Kong, while Logicom does so in Southern Europe and the Middle East. The distributor Westcoast offers the ALSO Cloud Marketplace to its customers in the UK and Ireland.

Direct link to media release: <https://also.com/goto/20190611en>

Direct link to media release of D&H: <https://bit.ly/2l91MMA>

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**ALSO Holding AG** (ALSN.SW) (Emmen/Switzerland) brings providers and buyers of the ICT industry together. ALSO offer more than 550 vendors of hardware, software and IT-services access to over 100 000 buyers, who can call a broad spectrum of other customized services in the logistics, finance, and IT services sectors, as well as traditional distribution services. From the development of complex IT landscapes, the provision and maintenance of hardware and software, right through to the return, reconditioning and remarketing of IT hardware, ALSO offers all services as a one-stop shop. ALSO is represented in 18 European countries and generates total net sales of approximately 9.2 billion euros with around 4 000 employees in the fiscal year 2018. The majority shareholder of ALSO Holding AG is the Droege Group, Düsseldorf, Germany. Further information is available at <https://also.com>

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### **Droege Group**

Droege Group (founded in 1988) is an independent advisory and investment company under full family ownership. The company acts as a specialist for tailor-made transformation programs aiming to enhance corporate value. Droege Group combines its corporate family-run structure and capital strength into a family-equity business model. The group carries out direct investments with its own equity in corporate spin-offs and medium-sized companies in "special situations". With the guiding principle "execution - following the rules of art", the group is a pioneer in execution-oriented corporate development. Droege Group follows a focused investment strategy based on current megatrends (knowledge, connectivity, prevention, demography, specialization, future work, shopping 4.0). Enthusiasm for quality, innovation and speed determines the company's actions. In recent years Droege Group has successfully positioned itself in domestic and international markets and operates in 30 countries. More information: <https://www.droege-group.com>

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