



Esprinet presents the new proprietary Cloud Marketplace

Available for all the clients directly from the site B2B.esprinet.com, the hybrid platform combines best-in-class hardware, software and cloud services

Vimercate (Monza Brianza), 17 November 2020 – Esprinet, a leader in the distribution of IT, Consumer Electronics and Advanced Solutions in southern Europe, presents the new proprietary Cloud Marketplace.

The new platform is fully integrated in the Group's B2B site, used by more than 26,000 resellers, for a total of 62 million pages viewed each year. All customers can access the entire portfolio of products and services of the Top vendors, directly from their user profile.

Through the new Cloud Marketplace, it is possible to choose and combine services of different brands to design the best cloud architectures the products and services of the Top global Vendors, in order to build personalized cloud architectures based on the different needs of end customers. It allows to include software, hardware and cloud services in one single order.

The new Cloud Marketplace offers an extensive area dedicated to technological solutions and areas, where information material can be found, as well as webinars, business ideas and new ideas for ensuring the loyalty of your customers. It also includes advanced monitoring, reporting and analysis tools, as well as license and invoice management and control tools. It integrates an invoice consultation system and a large set of sales and consumption analysis dashboards.

Lastly, in order to further personalize the user experience, ESPRINET has set up a highly specialized local development and support team, dedicated to integrating the platform on the basis of specific requirements and rapidly and continuously responding to the customers' needs and to the new opportunities offered by producers.

“The new Cloud Marketplace represents another milestone in the development path of Esprinet's Cloud strategy; strategy that contemplates a constant integration of brands, solutions, contents, features and services, to support the generation of new business opportunities for our customers. Perfectly in line with the corporate strategy that sees in the 'As a service' models interesting opportunities for business growth, this project saw the active involvement of our reseller customers who have previewed the platform and have given us useful feedback for the development of its functions, with a view to constant and increasing Customer Satisfaction”, commented Luca Casini, Country Manager Business, Esprinet Italy.



Esprinet (PRT:IM – ISIN IT0003850929), with more than 1,500 employees and Euro 4 billion in turnover in 2019, is the leading company in Southern Europe (Italy, Spain and Portugal) in the distribution of Information Technology and Consumer Electronics to IT resellers, VARs, System Integrators, specialized stores, retailers and ecommerce portals, as well as the fourth largest distributor in Europe and in the top 10 at global level. The Group Vision is to make life easier for people and organizations by **widening and simplifying technology's distribution** and fruition. *Enabling your tech experience* is the payoff that summarizes the company's evolution into a genuine technology services hub, becoming a real enabler of the use of technology.

The Group supplies roughly 130,000 products (PCs, printers, accessories, software, cloud, datacenters & cybersecurity, smartphones, audio-video, TV, gaming, white goods, electric mobility) of more than 650 manufacturers to 31,000 business and consumer resellers through multiple sales models, both self-service (best-in-class e-commerce platform and Cash & Carry stores) and assisted (tele-sales and system engineers in the field).

In addition to providing traditional wholesale sales services (bulk breaking and credit), Esprinet plays the role of a real simplifier of the use of technology. The Group provides, for example, a turnkey e-commerce platform to hundreds of resellers, in-shop management for thousands of retail sales points, specialized payment and financing solutions for the resellers community, by also offering the generation of demand by end users and big data analysis to the main technology manufacturers and resellers which outsource marketing activities increasingly more frequently.

Cloud services, collaboration software, video-conference systems, advanced IT infrastructures and specialized consumer electronics solutions such as connected household appliances or gaming platforms are the new areas of value added growth which fuel further increase in sales for the sector, while logistics and financial services, **as well as the "consumption-based" sales model, offer future opportunities for margin growth.**

The widespread use of technology and the need for quicker and simpler methods to make technologies increasingly more connected and diversified for people and companies, pave the way for further improvements of the technological distribution industry scenarios.

Comunicato disponibile su www.esprinet.com

Per ulteriori informazioni:

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