



V-Valley signs landmark distribution agreement with Pure Storage

Vimercate, 13 July 2022 - Esprinet (www.esprinet.com) announces that it has signed a distribution agreement with Pure Storage, the IT pioneer that delivers some of the world's most advanced data storage technology and services. V-Valley, an Esprinet Group entity focused on the distribution of Advanced Solutions, will make Pure's complete offering available to its reseller customers, with the goal of bringing leading-edge data management solutions to the Italian market.

Pure Storage is the IT pioneer specialized in delivering Storage-as-Code for seamless application development and deployment, infinite scale to meet any application or workload's needs, and storage-as-a-service for unmatched flexibility and simplicity. Pure's mission is to uncomplicate data storage forever, innovating on the storage experience by simplifying the way users store, access, manage, secure and interact with data. Pure Storage's Portfolio of products and services enables customers to modernize their infrastructure, making true digital transformation of their organizations possible.

With this distribution agreement, V-Valley enriches its offerings with a solid yet innovative brand. With full year FY22 revenues of \$2.18 billion and 29 percent year-over-year growth for the same period, Pure Storage has long held a leading position for Primary Storage in the Gartner Magic Quadrant, thanks to its excellent vision and execution capability.

V-Valley has been chosen by Pure Storage, a company that relies 100 percent on the channel, to jointly deliver its innovative approach to storage and the cloud. V-Valley will support Pure Storage's business growth by providing its extensive distribution network and important technical know-how, deploying a team of specialists with unique skills in the reference market, resources for channel training, dedicated digital activities for demand generation and specific professional services.

"We are pleased to consider ourselves a partner of Pure Storage, a company with which we share core values such as customer orientation, as well as strategic pillars such as the transition to an 'as a service' model and the challenge of the 'green revolution,'" commented Luca Casini, President of V-Valley and Country Manager Business Esprinet Italy. "With today's agreement, we are confident that strong synergies can be generated for both entities, also increasing each other's ability to seize the investment opportunities provided by the National Recovery and Resilience Plan (PNRR) and contributing to the digitalization process of our country."

The partnership is a confirmation of the Esprinet Group's strategy defined in the 2022 - 2024 business plan, which sees Advanced Solutions as a strategic business for achieving the stated goal of increased profitability. Pure Storage's solutions and the customers to whom they will be targeted will enable the Group to seize new opportunities in high-margin segments.

"We are excited to be working with V-Valley, empowering them to drive digital transformation in the market so that we can win and grow together," said Geoff Greenlaw, RVP EMEA Partners, Pure Storage. "Pure has always been committed to a 100 percent partner business model that places distributors (and others) at the heart of our go to market strategy. We have worked very closely with our distributors to ensure our model delivers what they need. It has been a very positive journey so far and we are excited to continue building on our success with V-Valley."

About V-Valley

V-Valley aims to be a distributor of reference in the Advanced Solutions market, thanks to a wide range of technologies offered in on-prem and as-a-service mode, a highly specialized organization, and an extended set of services available to industry players.

Enhancing your business is the payoff that summarizes the company's mission to support customers to further enhance their digital transformation projects aimed at end-user companies and Public Administration.

V-Valley combines the experience of a multinational company, with the agility and knowledge of the local market, to efficiently serve its partners in a customized manner.

V-Valley is a company of the Esprinet Group, a leading distributor in Southern Europe and in the top ten worldwide, listed on the Italian Stock Exchange with a turnover of 4.7 billion euros in 2021, 31,000 active customers, 650 brands in its portfolio and more than 1,700 employees.

V-Valley

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