

Ingram Micro Making Significant Investments in Building Out Cyber Security Solutions Offerings Throughout EMEA



Continued execution on global strategy to support high value specialty solutions across all regions

Dubai, United Arab Emirates – February 14, 2019: Ingram Micro announced today a significant expansion of its Cyber Security business in Western Europe, Eastern Europe, Middle East, Turkey and Africa. Already a well-established global leader in the Cyber Security solutions market, Ingram Micro is making meaningful investments to accelerate and reinforce its position as the go-to provider in EMEA for high value, speciality solutions, with Cyber Security being one of its first target markets. The company already has widespread existing relationships with leading local and global vendors and emerging brands in the rapidly growing Cyber Security market.

To ensure it is well-positioned to support its customer and vendor partners throughout EMEA, Ingram Micro is establishing three Cyber Security centres of excellence (COE) covering the region, each providing specialized training, support, managed services, solution architecting and consulting. The current Dubai COE will be joined by facilities in Eastern Europe and the Netherlands. Dr. Ali Baghdadi, Ingram Micro senior vice president and chief country executive META, will lead the company's new EMEA-wide Cyber Security division.

“Cyber Security solutions are in high demand across EMEA and Ingram Micro is well-positioned to leverage our trusted relationships with our customer and vendor partners throughout the region to support their needs,” said Mark Snider, Ingram Micro executive vice president and group president EMEA. “We are making significant investments across the region, including in our go-to-market capabilities, to build out this business and we look forward to quickly becoming the solutions provider of choice for EMEA Cyber Security offerings.”

Sabine Howest, Ingram Micro vice president Global Partner Engagement, commented, “This is an exciting time for Ingram Micro and our business partners, as we take additional

steps forward in executing on our global strategy to support high-value specialty solutions across all regions. We are committed to investing across the globe to ensure our partners have access to the latest technologies, including a full suite of support offerings to help them continue to profitably grow their businesses.”

“I look forward to leading our team as we build out this business across EMEA,” said Baghdadi. “We are fortunate to have successful Cyber Security businesses in many other regions across the globe and we will work closely with our colleagues to share best practices, including strategies on how to help our partners easily expand into this high-value market. We will also leverage Ingram Micro’s proprietary Cloud Marketplace, enabling our customers to obtain subscription-based security services, while opening up more than three million active subscribers to our Cyber Security vendor partners.”