

# Leading international vendor Huawei sign with Micro-P for UK and Ireland distribution

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HAMPSHIRE – 30th September 2011 – Micro-P (<http://www.micro-p.com>)

a wholly owned subsidiary of DCC plc and a leading retail and B2B distributor within the UK is delighted to announce its new partnership with Huawei. Huawei is a leading global information and communications technology (ICT) solutions provider. Through their dedication to customer-centric innovation and strong partnerships they have established end-to-end advantages in telecom networks, devices and cloud computing. This new agreement aims to expand Huawei's already formidable UK business and recruit more reseller partners to deliver more of their products and solutions into the channel. Micro-P will stock a range of Huawei products from core and edge networking and routing appliances up to Telepresence solutions and offer expert help to the channel on all products. Already named as one of Fast Companies 2010 'Most Innovative Technology Companies' and with a 20% global market share in telecommunications equipment, Huawei is aiming to be a major presence in the UK channel.

"We are very excited to bring this opportunity to the UK market," said Simon Barnard, general manager technical, Micro-P. "With IT budgets challenged across the board now is a great time for Huawei to enter the UK channel and offer resellers and end users a credible alternative to existing vendors. Huawei enables end users to keep functionality and quality, whilst lowering their capital expenditure, and in addition to offering resellers a fantastic margin opportunity. The global size and scale of Huawei make them one of the few tech giants yet to enter the UK market and the opportunity to partner with them will be attractive to a wide range of our reseller partners."

Paul Bryan, sales & commercial director, Micro-P remarked that, "Huawei truly complements the value-add capabilities that Micro-P has developed in the last 3 years. Our unique convergence message is enhanced with the range Huawei offers in telecoms, handsets, video conferencing and more. This partnership underlines our credibility in the enterprise space adding to our existing strong portfolio that combines innovative products and incredible value across the board."

David Poskett, Huawei enterprise channel director, UK&I commented, "I am delighted that Micro-P has signed a distribution agreement to distribute Huawei's portfolio of enterprise products. Their experience, leadership and expertise, particularly in the SMB marketplace, will provide a great platform to deliver the growth planned for Huawei's UK&I enterprise business."

Now in its 20th year Micro-P's networking division continues to enjoy a solid and continued growth pattern with overall sales firmly up 13% year on year with additional significant growth within the public sector at 127% sales increase year on year. Micro-P is committed to supporting resellers and provides market expertise in the converging technologies sector, sales lead generation, increased revenue streams, technology know-how and up to the minute networking solutions that include unified communications, CCTV, AV, mobile, telephony and data centre solutions.

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## About Micro-P

Micro-P, established for over 30 years, is one of the leading IT trade distributors in the UK with revenues of over GBP £550m in 2010. Financial stability and agility are their strengths – which allow them to extend large credit allocations to the market and hold stock to meet the demands of their customers. Micro-P's pedigree comes from being a wholly owned subsidiary of parent company, DCC PLC – Ireland's 8th largest company.

Micro-P carry a portfolio of over 150 manufacturers spanning 20,000 products across Computing & accessories, Print, Consumer electronics, Networking, Servers & Solutions, Communications, Mobile and AV Solutions. Their world class partners include manufacturers such as Acer, Cisco, Samsung, Sony, Toshiba, Fujitsu, Western Digital and Netgear. With a customer base of over 8000 resellers and growing, Micro-P pride themselves on having one of the largest and most knowledgeable sales team in the industry - focussed on general account management, specific vertical markets, product specialisms, commercial and retail markets.

Their recent industry accolades of CRN Systems Distributor 2010, Microscope Aces Hardware Distributor 2010, PC Retail Specialist Distributor 2011, Mobile Accessories Distributor 2011 and Storage Award Finalist 2011 are testimony to their commitment to service and excellence.

Micro-P's market-leading proposition teamed with a state-of-the-art distribution centre, next day delivery and a host of managed services, that includes end-user fulfilment, assures the highest levels of customer service and satisfaction at all times.

## Group Profile

DCC is a value added sales & marketing and support services Group focused on the energy, IT, healthcare and food and beverage and environmental markets.

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