

Avnet Extends Its Avnet Enablement Resource App in the UK with New Event Module

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Avnet Event Manager enhances attendee experience and enables business partners to manage and share industry events

Bracknell, UK – Avnet, Inc. (NYSE: AVT), a leading global technology distributor, has launched Avnet Event Manager as an extension to the Avnet Enablement Resource App. The new module enables business partners to find and register for events and provides further details, venue directions and feedback opportunities. Once subscribed, users receive updates, alerts and social media feeds and have easy access to content and presentations during the event.

The Avnet Enablement Resource App, originally launched at the end of 2015, provides partners with easy access to valuable information, such as the latest notifications, product information and promotions, all in one place. With involvement from a number of strategic vendors, Avnet is continuously developing the app to ensure it delivers added value to business partners. The objective is to provide an intuitive app that offers resellers key information at their fingertips. The addition of Avnet Event Manager is aimed at enhancing the event experience and providing attendees with interaction opportunities before, during and after the event.

Avnet Enablement Resource App users can visit the Avnet online solutions centre, browse the product catalogue and take advantage of the content available on the resources portal. Automatic push notifications keep users up to date by directing them to vendor content, making it easier for them to prepare for meetings whilst on the move.

Linda Patterson, marketing director, Avnet Technology Solutions, North region, said, "In a changing and competitive environment it is essential to keep up to date with information, and for those on the move, this can be challenging. The Avnet Enablement Resource App delivers the latest product updates and promotions directly to partners' mobile devices and with the addition of Avnet Event Manager, they can manage their attendance at events and review pre- and post-event information more efficiently and in real time."

To find out more about the Avnet Enablement Resource App, including Avnet Event Manager module, contact your Avnet account manager or visit the Avnet website.

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About Avnet, Inc.

From components to cloud and from design to disposal, Avnet, Inc. (NYSE:AVT) accelerates the success of customers who build, sell and use technology by providing a comprehensive portfolio of innovative products, services and solutions. Avnet is a global company ranked on the FORTUNE 500 with revenues of \$26.2 billion for the fiscal year 2016. For more information, visit AVNET (<http://www.avnet.com>).

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