

## FOURTH REGION ADDED TO NUVIAS EMEA STRUCTURE

Submitted by: Nuvias ( Wick Hill )

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Nuvias acquires value-added distribution business in Dubai

London, UK: 7/9/16: 8.00 hrs BST - Specialist EMEA distributor, the Nuvias Group, announces it has added a fourth region, MEA, to its regional EMEA structure. The other three Nuvias Group regions are Northern, Central and Southern Europe.

Nuvias has acquired SCD, a distributor operating out of Dubai. The new office will now act as a hub for Nuvias' MEA activities, covering all parts of the Gulf Co-operation Council (1) (GCC) area, Pakistan and Afghanistan.

This is the latest development in the strong growth and development plans of Nuvias, which was established in July 2016. Nuvias is building an EMEA-wide, high-value, specialist distribution business, with a common proposition and consistent delivery. The strategy is to redefine value distribution to the channel, enabling the channel and vendor community to deliver exceptional business value to their customers and creating new standards of channel success.

Also being announced today is the setting up of the Nuvias Cyber Security Practice at the Dubai office, which includes vendors Unitrends (cloud empowered continuity solutions), Malwarebytes (advanced malware prevention and remediation), Black Duck (open source security and management) and Netskope (cloud data loss prevention).

Other recent vendor signings for Nuvias in the MEA region include JetNEXUS (load balancing), Lifesize (videoconferencing) and Tintri (VM-aware storage for virtualisation and the cloud).

Nuvias has already recruited several new staff for the MEA office bringing the current total up to 16. These include recent recruit Muneeb Anjum, the new sales director. Anjum has twelve years' experience in the IT sector, with a proven track record in managing channel partners across the Middle East and extensive experience in successfully introducing new solutions to market.

Paul Eccleston, head of Nuvias Group, commented: "We are delighted to be announcing today the opening of our Middle East and Africa (MEA) region, completing our regional coverage of EMEA. MEA is a very important part of the region and a significant opportunity for us, our vendor partners and our customers.

"We have been working hard to bring the cyber security, advanced networking and unified comms capability of Wick Hill and Zycko to this region. With the acquisition of the business in Dubai, operating across the region, and the recruitment of Muneeb Anjum, which will be followed by further additions to the team very soon, this is an exciting development for Nuvias and we look forward to bringing more capability and vendors to the region quickly."

Alasdair Kilgour, regional VP MEA for Nuvias, commented: "It's both exciting and a privilege to be part of the Nuvias team and I look forward to leading the growth of the business across MEA and beyond. We

will do this firstly by enabling our vendor partners locally to experience the same high standard of value-added service they already receive from the Group across Europe; secondly by expanding our channel partner community through our solution distribution philosophy; and thirdly by geographic expansion. We are exhibiting at Gitex in October at the Dubai World Trade Centre, which will give us a great platform to show the industry what Nuvias in the MEA region can offer.”

#### About Nuvias Group

Nuvias Group is the pan-EMEA, high value distribution business being built by Rigby Private Equity (RPE), to redefine international, specialist value distribution in IT. The Group provides a common proposition and consistent delivery across EMEA, allowing channel and vendor communities to deliver exceptional business value to customers, and enabling new standards of channel success.

The Group today consists of Wick Hill, an award-winning, value-added distributor with a strong specialisation in security; and Zycko, an award-winning, specialist EMEA distributor, with a focus on advanced networking. Both companies have proven experience at providing innovative technology solutions from world-class vendors, and delivering market growth for vendor and reseller partners alike. The Group has fourteen regional offices across EMEA and turnover is in excess of US\$ 300 million.

ENDS

#### 1. Gulf Co-operation Council (GCC)

A regional, political organisation consisting of six middle eastern countries – Saudi Arabia, Kuwait, the United Arab Emirates, Oman, Qatar and Bahrain.

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