

Avnet Helps UK Business Partners to Maximise IoT Opportunities with the Creation of a New Partner Ecosystem

Submitted by: PR Artistry Limited

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Bracknell, UK – Avnet, Inc. (NYSE: AVT), a leading global technology distributor, has created an ecosystem that drives active collaboration to enable partners to unlock end-to-end opportunities in the Internet of Things (IoT) market. Avnet partners will be able to minimise barriers to entry, carve out new revenue streams and seize opportunities to deliver end-to-end IoT solutions by fostering relationships through the ecosystem with business partners that offer complementary products and services. To launch this initiative, Avnet is hosting a ‘Monetising IoT event’ created in partnership with Cisco, Hitachi Data Systems, IBM and Informatica, on Wednesday 25th January at Avnet’s offices in Bracknell.

Avnet sees its role as supporting and bringing partners and vendors together, as any single organisation is unlikely to have the skills and portfolio necessary to create an IoT solution from edge to enterprise.

Therefore, in addition to learning how innovative technological advancements are influencing the direction of IoT and how Avnet’s Visible Things platform is driving opportunities in this lucrative market, attendees will have an opportunity to forge relationships and share ideas. Using Avnet Event Manager, part of Avnet’s Enablement Resource App, partners will be able to network before, during and after the event.

Lynn Collier, chief operating officer, Hitachi Data Systems, UK&I, commented, “Early adopters of technology have been able to access real business benefits of IoT through the deployment of advanced solutions. However, it is extremely challenging for clients to keep up to date given the pace of change in this market and they will increasingly look to the partner community for information and guidance. Hitachi welcomes the opportunity to help business partners visualize where they fit in the IoT puzzle and develop the right solutions to meet customer needs.”

Specialists from Cisco, Hitachi Data Systems, IBM, Informatica and Avnet will bring clarity to the concept of IoT, providing insight into how technology is transforming business and the value it can bring to channel partners and their customers.

Craig Smith, director IoT, cognitive computing and analytics, Avnet Technology Solutions, EMEA, concluded, “As the different phases of IoT come to prominence, it will be increasingly difficult for channel partners to identify, manage and fulfill every opportunity, so building a robust IoT ecosystem with distribution at the core is a key component to success. Avnet is perfectly positioned to bring together IoT specialist partners and infrastructure resellers enabling them to thrive within a profitable and fast-moving market. Through collaboration, partners can adapt quickly to market changes and reduce complexity for the customer by collectively delivering an end-to-end solution while maximizing opportunities.”

For further information and to register for the 25th January 2017 event, please visit the Avnet UK website.

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About Avnet, Inc.

From components to cloud and design to disposal, Avnet, Inc. (NYSE:AVT) accelerates the success of customers who build, sell and use technology globally by providing them with a comprehensive portfolio of innovative products, services and solutions. For more information, visit AVNET (<http://www.avnet.com>)

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