

New EMEA HQ for Fast-Growing VAD Nuvias

Submitted by: Nuvias

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Rapid growth for Nuvias as partners invest in the company's vision for consistent, solutions-defined distribution across EMEA.

Woking, UK: 24/4/18: 09.00 BST - Nuvias (<https://www.nuvias.com/>), the fast-growing value-added EMEA distributor, has opened a 13,504 sq. ft. new EMEA HQ at Woking, Surrey. The move is the latest step in the rapid growth of the company, following its foundation in 2015.

Paul Eccleston, CEO of Nuvias, commented: "The new EMEA HQ in Woking is part of our ongoing plans for growth and increased EMEA reach. It will be a focal point for EMEA-wide activities and a centre for training and development, as well as a location for hosting strategic meetings with our customers and vendor partners. It is also available as a resource centre for all our partners."

Turnover at Nuvias is now in excess of US\$ 500 million, with an increase across the board of some 13.1% in the last financial year. The Advanced Networking and Cyber Security Practices each increased by 12% and the Unified Communications Practice by 18%.

Eccleston commented: "We created Nuvias because the channel needed a new kind of EMEA distributor, to deal with the increasingly complex and diverse needs of the IT customer; the growth in demand for new technologies and emerging disruptive vendors; and the shift in how IT is consumed and provisioned. We've been working hard to help partners capitalise on the new opportunities presented by these changes."

Nuvias has attracted many new vendors, and extended its reach with existing vendors, all keen to take advantage of the company's ethos, strong commitment to growth across EMEA, and ability to provide a consistently high level of value-added services across the region.

New vendor partners such as Juniper Networks, Nokia, Malwarebytes, HID Global and BlueJeans have enlarged the Nuvias solutions portfolio; and existing vendors have extended their scope in EMEA with Nuvias, including Riverbed, Lifesize, ProLabs, Broadsoft, Polycom, AudioCodes, Oracle, Panasonic, Snom, VASCO, WatchGuard, Barracuda, Tintri and Kemp.

Since its foundation, Nuvias has also extended its geographical reach with new offices in Austria, Switzerland and South Africa, as well as upgrading Nuvias regional hub locations in Dubai, Germany and France. The company has won many press and vendor distributor awards in the last couple of years.¹

Andy Nolan, Vice-President Sales at Lifesize, said: "We have been a long-time partner of Nuvias (formerly Zycko) and have moved forward substantially since Nuvias was established in 2015. So much so, that we awarded Nuvias our EMEA Distributor of the Year 2017 title and Newcomer of the Year 2017 title for DACH. Lifesize now benefits from the many opportunities available from being part of the Nuvias UC Practice; and sales to Nuvias were up in 2017."

Jonathan Whitley, Area Sales Director Northern Europe, for WatchGuard Technologies, commented: "We have worked with Nuvias over many years and they are consistently good and always reliable. The whole team is very proactive, always looking for opportunities and coming up with ideas of how we can improve sales."

They are also very reactive - when we need them to do something they are always there. Nuvias does everything we could ask of them and are a key part of our sales process.”

Eccleston concluded: “When we started Nuvias, our vision was that by 2020, we would be the business that had redefined value distribution to the IT channel across EMEA, providing services and solutions to enable the channel and vendor community to deliver exceptional business value to their customers. We are now well on the way to fulfilling that aim.”

Jacqueline de Rojas, CBE

The new office was opened by Jacqueline de Rojas, CBE, President of Tech UK and Chair, Digital Leaders. Jacqueline is also a member of the Digital Economy Council supporting the Government’s Department for Digital, Culture, Media and Sport, as well as an experienced Non-Exec Director serving on the boards of plc businesses rightmove.co.uk, Costain Group plc and ao.com. <https://www.linkedin.com/in/jderojas/>

About Nuvias Group

Nuvias Group is the pan-EMEA, high value distribution business, which is redefining international, specialist distribution in IT. The company has created a platform to deliver a consistent, high value, service-led and solution-rich proposition across EMEA. This allows partner and vendor communities to provide exceptional business support to customers and enables new standards of channel success.

The Group’s portfolio covers a comprehensive range of IT solutions, with the focus currently on three areas - Cyber Security (based on the former Wick Hill); Advanced Networking (based on the former Zycko) and Unified Communications (based on the former SIPHON). In July 2017, Nuvias added Benelux value added distributor and security specialist DCB to the Group. All four award-winning companies had previously demonstrated their ability to provide innovative technology solutions from world-class vendors, and deliver market growth for vendor partners and customers. Nuvias Group has 21 regional offices across EMEA, as well as serving additional countries through those offices. Turnover is around US\$ 500 million.

ENDS

1. Awards won by Nuvias in the last couple of years include -
UK

- Network Computing Awards 2016, 2017 and 2018: ‘Distributor of the Year’
- Network Computing Awards 2018: ‘Company of the Year’
- Comms Business Awards 2017: ‘Ones to Watch’
- Comms Business 2017: ‘Market Makers Distribution’
- CRN Channel Awards: ‘Security Distributor of the Year 2016 and Finalist 2017’
- Cloud Hosting Awards 2016: ‘Channel Partner of the Year’

- Computing Security Awards 2017: 'Security Distributor of the Year'
- WatchGuard's Distributor of the Year 2016 and 2017
- WatchGuard Marketing Person of the Year 2016
- Kaspersky Lab's Distribution Partner of the Year 2017
- IT Europa Distributor of the Year 2016
DACH
- WatchGuard Distributor of the Year 2016 (Germany)
- Kaspersky's No 1 Distributor Germany 2017
- Lifesize Newcomer of the Year 2017 (DACH)
Poland
- KEMP Technologies Fastest Growing Distributor of the Year 2017

EMEA

- Lifesize EMEA distributor of the Year 2017
- Riverbed EMEA Distributor of the Year 2016 (No award was made in 2017)

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