

ZYCKO APPOINTED AS EMEA-WIDE DISTRIBUTOR FOR UNITRENDS

Submitted by: Zycko

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First new pan-emea vendor signing is significant step forward for Rigby Private Equity expansion plans

Cirencester, England: Thursday, 26th May 2016: - Specialist VAD Zycko (<https://http://www.unitrends.com/>) today announced it has been appointed as EMEA-wide distributor for Burlington, MA based Unitrends (<https://http://www.unitrends.com/>). Unitrends is a leader in cloud empowered continuity solutions and this appointment underpins Unitrends' strategy to accelerate its 100% channel model, and its innovative new partner engagement program, whilst supporting its aggressive growth plans across EMEA, initially covering 14 countries.

David Galton-Fenzi, CEO of Zycko, commented: "We are delighted that Unitrends has chosen Zycko as its pan-EMEA distribution partner. There is a great synergy between our two companies – we both have a focus on networking, cloud continuity and recovery, and we share a common approach to the market.

"Unitrends' broad support for public, private, and hosted clouds equips its channel partners to meet each customer's unique requirements today, and paves the way to meet future needs. Unitrends achieved significant momentum with its all-channel sales model, announcing in March 2016 that it grew its cloud business 250% year-on-year. They are looking to replicate that success in the wider EMEA marketplace. At Zycko, we are uniquely placed to help Unitrends achieve that goal, through access to our established pan-EMEA channel network, and experienced sales, marketing and technical teams."

Mike Dalton, senior vice-president of international sales at Unitrends, said: "We chose Zycko because we wanted a genuine, professional value-added distributor across EMEA. The pan-EMEA availability of Zycko's support and technical resources, and Zycko's established reseller network were key factors in our choice. Zycko offers a true EMEA solution with consistency across the regions where Unitrends operates. What Zycko and Rigby Private Equity are trying to build internationally, fits in well with our own expansion goals."

Significant move forward for RPE

In December 2015, Zycko became part of Rigby Private Equity (RPE). RPE is building an EMEA-wide, high-value, specialist distribution business, with a common proposition and consistent delivery. Value added distributor Wick Hill, is also part of RPE and the combined Wick Hill and Zycko product portfolio encompasses networking, infrastructure, security, communications, storage, access, performance, monitoring and management.

Paul Eccleston, head of RPE, commented: "The appointment of Zycko by Unitrends is a significant step forward for our expansion plans. It also demonstrates that there is a strong need for a pan-EMEA distributor that can work with companies wanting to expand and grow internationally, in partnership with a value added distributor that can deliver technical and sales support consistently across EMEA regions, and give vendors access to an established reseller network."

Unitrends solutions

Unitrends offers the industry's broadest portfolio of cloud empowered continuity solutions in a single, super-intuitive platform, delivering unmatched flexibility as needs evolve and providing 100 percent confidence in recovery and business continuity.

The company's Connected Continuity Platform enables organizations of all sizes to protect their data and assure business continuity for their physical, virtual and cloud-based environments.

About Zycko

Zycko is an international specialist IT distributor of innovative IT solutions, covering technology areas for every part of the business IT infrastructure. Areas Zycko covers include data networking, data storage, virtualisation, cloud, monitoring & management, and data centre infrastructure. Through extensive technology and marketplace knowledge, Zycko executes the due diligence necessary to select leading edge strategic partners and technologies that provide its customers with an opportunity to differentiate in a crowded market.

Zycko's first-class proven solutions demonstrate Zycko's significance as a value added IT distributor. Today Zycko has 15 offices across 13 countries, and serves the rest of the world from its UK-based headquarters. To complement this evolution, Zycko delivers first class, sophisticated professional services, accredited training, marketing and business development support to its customers. <http://www.zycko.com>

About Unitrends

Unitrends is trusted by IT Leaders and Pros who know that in today's digital world protecting their ideas and keeping their business running is non-negotiable. To address the growing volume and value of digital information, the company's award winning portfolio of Continuity Solutions enables customers to capitalize on cloud economics, reduce their overall spend on IT, and have 100% confidence in the recovery point to come. Unitrends' Continuity Solutions are backed by a global customer support team that consistently achieves a 98% satisfaction rating and are sold through a community of thousands of expert technology partners, service providers and resellers worldwide. Learn more at www.unitrends.com

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