

PRESS RELEASE

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Grand slam for Advania at Cloud Summit

Grand slam for Advania at the industry's prestigious Cloud Summit event in Florida, where Advania, together with Ingram Micro, launched the first *European Marketplace with IoT as a Service* and received the; *Cloud Partner Award, Marketplace Partner Europe*.

Cloud Summit is hosted annually by Ingram Micro and attracts thousands decision makers from around the world, to capture industry trends, new technologies and share best practices around cloud-based solutions.

Advania was invited to present its views and experiences on how the Ingram Micro Marketplace can be used not only for traditional services, such as; IaaS PaaS and SaaS without XaaS (Anything as a Service) and as IoT as a Service.

Advania Marketplace has recently been launched as a White Label solution in collaboration with Ingram Micro. The new technology that allows customers to subscribe to the Advania Marketplace and access thousands of services, is called the **Multi Federation**. Multi Federation means that Advania's Platform Resellers can choose to use a thousand services from Advania and Ingram Micro and in addition, the White Label solution allows our customers to connect their own services from other distributors and also connect to their own ERP and/or CRM system. This new technique makes the platform multifunctional and able to handle all services, regardless of technology and solution.

"Multi Federation is a new technology that we will be the first in the world to launch on our platform. The technology expands the possibilities of our Marketplace solution. Correctly used, it may be a gold mine for your business and provide unrestricted access to all our suppliers' offerings, as well as Advania's own-produced Swedish services. The Multi Federation technology is a door opener and enables a wider range and more business," says Daniel Albertsson, Nordic Cloud Manager, Advania.

Advania's representatives on-site had hardly left the scene before Ingram Micro presented Advania as a winner of the award **"Cloud Partner Award - Marketplace Partner Europe"**, claiming that Advania had a fantastic development curve with the Marketplace solution and new customers. Above all in SaaS with over 30 000 Seats in Office365. Growth has been far beyond expectations from Ingram Micro's side since the launch Q2 2017.

"Winning the award as the European Marketplace Partner of the Year, is something we carry with pride. It is in line with our strategic expansion in cloud-based services. It is a receipt for a professional and a well-functioning cooperation between parties and an optimal service, which in turn benefits our end customers", says Mikael Noaksson, Advania.



Photo - from the left: Richard Duffy SVP Ingram Micro, Göran Gustavsson COO Advania, Daniel Albertsson Nordic Cloud Manager Advania, Anton Skornas Cloud Architect Advania, Kristoffer Bradqvist, Ingram Micro

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About Advania

Advania is a Nordic IT corporation, operating in 22 locations in Sweden, Iceland, Norway, and Denmark. The company focuses on helping customers to improve their performance with innovative use of best available IT platforms and services. Advania serves thousands of corporate customers, multinational enterprises, governments and public institutions, big, small and medium-sized companies in all aspects of society.

Advania traces its roots to 1939 when an Icelandic entrepreneur founded an office equipment repair workshop in Reykjavik. In the following decades, three separate branches of IT-companies evolved in three Nordic countries, Iceland, Sweden, and Norway. In 2012 they were braided into one and Advania was formed. For further information, please visit www.advania.com.

