



Press release 12 July 2016

## **Superior expertise makes Proact qualified for VMware Professional Services Organization partnership**

Proact's Nordic organization has taken a quantum leap as certified experts and consultants for VMware. With the appointment of Proact Nordic as a VMware PSO partner, Proact has reinforced its position as one of the strongest VMware partners in the region.

Proact, which has delivered backup, storage, networking and security services and solutions to global businesses since 1994, has over many years built its expertise in virtualization and Cloud technologies. Proact's partnership with the pioneering virtualization vendor VMware has developed over time and the opportunity to join VMware's global Professional Services Organization (PSO) as a partner is an acknowledgement of Proact having reached the highest level of certification and professional skills for key VMware platforms and technologies. The PSO partnership means that Proact is authorized to take on demanding consulting assignments for VMware's largest customers.

"We are happy to welcome Proact as a PSO partner and look forward to working even more closely with them. Proact is now enabled to provide consulting services to our Professional Services Organization and to engage in the increasingly complex data centre and transformation projects that VMware executes for our enterprise customers," says Lars Bo Klausen, Country Manager, VMware.

He adds:

"As a strategic VMware partner, and through their agreement with our Professional Services Organization, Proact will support VMware's enterprise strategy for the Software Defined Data Center, which entails virtualization of all IT infrastructure components."

### **Endorsement of competence and quality**

"The PSO partnership with VMware gives a seal of approval for Proact's expertise and certifications, raising the quality of our services. We have experience from complex assignments and are committed to setting the standard for strategic services and advice, and to continuously develop our capabilities to deliver best-of-breed solutions, such as virtualization using VMware technology," says Lena Eskilsson, Managing Director, Proact IT Sweden AB.

As PSO partner, Proact will help customers execute their chosen business strategy

"Today, more and more professional organisations choose virtualization and the Cloud as a delivery model for data centre services, and we can help them realize the full the potential of the software suite they have selected. This way, we enable customers to get strategic benefits from investments that were often made for tactical purposes. To deploy the new services quickly, while allowing the IT department to stay in full control of the entire infrastructure, it is essential for customers to standardize and automate a number of processes," adds Lena Eskilsson.

# PROACT

**For further information, please contact:**

**Lena Eskilsson, Managing Director, Proact IT Sweden AB**

Phone: +46 8-410 667 01, email: lena.eskilsson@proact.se

**Danny Duggal, Director of Marketing, Business Unit Nordics, Proact IT Group AB**

Phone: +46 733-566 843, email: danny.duggal@proact.eu

## **About Proact**

Proact is Europe's leading independent integrator in the fields of data storage and cloud solutions. Proact supplies business benefits by helping companies and authorities the world over to reduce risk and costs, and above all, to supply flexible, accessible and secure IT services.

Proact solutions cover all elements of data storage, including virtualisation, network functions and security, and the company has more than 3 500 successful projects behind it, along with vast information volumes which are managed at the Proact data centre.

The Proact Group has more than 720 employees and conducts business in Belgium, the Czech Republic, Denmark, Estonia, Finland, Germany, Latvia, Lithuania, the Netherlands, Norway, Slovakia, Spain, Sweden, the United Kingdom and the USA. Proact was founded in 1994. Proact IT Group AB (publ), its Parent Company, has been listed on Nasdaq Stockholm since 1999 under the ticker symbol PACT.

For further information about Proact's activities please visit us at [www.proact.se](http://www.proact.se)