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Proact recognised with multiple Dell Technologies awards

Europe's leading independent data centre and cloud services provider Proact has won awards for Excellence in New Business Development in Norway and Excellence in Data Center Sales in Finland at the 2022 Dell Technologies Partner Awards. The accolades recognise Proact's sales success in the Nordic region.

The awards were given at the Partner Awards portion of the Dell Technologies Forum 2022 events in Oslo and Helsinki. Proact was selected as the winner among three nominees for each award in the respective countries.

The Excellence in New Business Development award acknowledges Proact's achievements in growing its sales of Dell solutions to new customers as well as sales of new solutions in the companies' combined data centre offering. The Excellence in Data Center Sales award demonstrates outstanding achievement for Proact's sales of Dell Technologies' data centre storage solutions. The awards are the result of Proact's relentless focus and ability to creatively innovate in order to solve customer challenges and drive business value.

The awards attest to the ongoing successful collaboration between Dell and Proact. As a Titanium-level partner, Proact has the highest partnership status level granted by Dell, with certified and skilled experts supporting customers across its European markets. Throughout the over twenty-year partnership between the two companies, Dell has recognised Proact with various accolades, most recently for Customer Experience in Finland and Excellence in Data Center Sales in Sweden in 2021.

"Proact has once again confirmed its commitment to helping customers find the right Dell Technologies and supporting them in getting the most out of their investment," says Jakob Ödman, Senior Channel Country Manager at Dell Technologies. "We're therefore proud to see they are a repeat winner of our partner awards. Furthermore, we are positive that our partnership with Proact will stay fruitful for all parties involved — not least for our mutual customers."

"We are honoured by this recognition from Dell for our commitment to their solutions. We look forward to continuing this successful partnership for the benefit of both present and future customers. These awards certainly make us even more excited about this mission," says Jonas Hasselberg, CEO and President of Proact.

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About Proact

Proact is Europe's leading specialist in data and information management with focus on cloud services and data centre solutions. We help our customers to store, connect, protect, secure and drive value through their data whilst increasing agility, productivity and efficiency.

We've completed thousands of successful projects around the world, have more than 4,000 customers and currently manage hundreds of petabytes of information in the cloud. We employ over 1,000 people in 13 countries across Europe and North America. Founded in 1994, our parent company, Proact IT Group AB (publ), was listed on Nasdaq Stockholm in 1999 (under the symbol PACT). For further information about Proact's activities please visit us at www.proact.eu



About the Dell Technologies Partner Awards 2022

Proact was nominated in the following categories in the Nordic region:

Finland: Partner of the Year, Excellence in Services, Excellence in Marketing and Excellence in Data Center Sales

Norway: Excellence in Services and Excellence in new business development

Sweden: Excellence in new business development, Excellence in Services and Excellence in Data Center Sales