

# SCRIBONA

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## **Scribona to be the Nordic distributor of VMware products**

VMware is a world-leading manufacturer of software for server consolidation, and the company has just awarded its Nordic distribution rights to Scribona.

“Scribona’s profile perfectly matched our requirements for a pan-Nordic distributor. This profile includes relationships with key server vendors such as IBM, HP and Fujitsu-Siemens – as well as with their associated authorised dealers. Scribona also provides a range of services including training and pre and post-sales services, which are essential to a vendor such as VMware. With its pan-Nordic presence and longevity in this market, we are delighted to name Scribona as our value-added distributor in the Nordic region,” says Mark Stradling, VP EMEA at VMware.

Scribona is the largest IT distributor in the Nordic region, and the area of Servers & Storage is one of its great strengths. The agreement with VMware means that Scribona will be distributing VMware products and assisting partners in areas such as training, sales and support. This is an agreement that will further reinforce Scribona’s position as a distributor of advanced IT solutions.

“We are naturally delighted that VMware has chosen us to distribute their products. VMware provides one of the most advantageous solutions on the market – a solution that helps end customers to save both time and money. Server consolidation means both reduced costs and simpler administration. At the same time, it helps to increase accessibility and security,” says Jens Viggo Rasmussen, Divisional Manager and the person responsible for Scribona Solutions.

Every day, more and more data are stored and more and more applications need their own servers, but now it is actually possible to consolidate multiple servers in a single machine. With VMware’s patented technology, it is possible to direct all activities in this regard to one and the same server, thus reducing costs by cutting the number of machines and simplifying administration. The solution involves physically centralising the equipment, storing all the data on the same server and consolidating all applications in a single location. Simpler and cheaper.

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*About Scribona AB*

*Scribona is the leading provider of IT products and solutions on the Nordic market, supplying customers with cutting-edge product expertise, the leading e-commerce system in the industry, optimised product accessibility and a wide range of complementary services.*

*Scribona's activities are divided into three business areas:*

*Scribona Solutions – value-adding distribution of IT infrastructure*

*Scribona Distribution – efficient volume distribution of IT products*

*Scribona Brand Alliance – exclusive agent for leading brands*

*For additional information, visit [www.scribona.se](http://www.scribona.se)*

*About VMware, Inc.*

*VMware, Inc. is the global leader in virtual machine software for Intel-based systems. With more than 5,000 customers worldwide and 80% of the Fortune 500, VMware provides companies with a proven set of enterprise products and solutions to consolidate their server infrastructure improve software life cycle management and provide application compatibility in mixed operating system environments.*

*Based on the company's patented technology, VMware's products enable companies to flexibly scale and control their infrastructure to quickly respond to business demands, improve return on investment and dramatically reduce total cost of ownership. VMware is based in Palo Alto, California and conducts business in more than 100 countries worldwide.*

*For more information visit [www.vmware.com](http://www.vmware.com)*