

Nominated Company: ADN Distribution GmbH

Nomination Title: ADN

Over the past year, ADN has solidified its position as the leading cloud enabler for the Central European channel.

Based on the Microsoft SPLA program, ADN has built a strong portfolio, covering cloud services, virtualization, network security, servers, storage, unified communications, and infrastructure solutions, bringing its proven solution selling approach to the MSP channel.

With more than 600 active resellers, ADN has expanded its network of SPLA partners by some 40% YOY, resulting in a 60% YOY increase in revenue. ADN Academy has helped dozens of partners in earning a Microsoft Partner Network competency through specially designed compact certification trainings, thus bringing critical know-how to the channel.

ADN has succeeded in bringing together its new cloud business with the traditionally strong presence in the market for on-premise solutions. Recent additions to the vendor portfolio, such as Dell, Nutanix and Palo Alto Networks, as well as achieving the Microsoft Commercial Distributor status allow for providing truly unified Hybrid Cloud Solutions.

Such, ADN's partners are given the ability to provide their customers with the solution that fills their needs best. Whatever deployment mode they favor, whatever client device suits them best, whatever licensing model fits – ADN's partners can deliver.

All through the pre and post-sales cycle, Resellers also take advantage of ADN's proven set of distinguished value adds, provided by a dedicated team of Business Development Managers, Licensing Specialists, and System Engineers, who can draw on ADN's own training unit and in-house marketing department.

ADN has been among the leading Value Added Distributors in Central Europe for almost 20 years now, and today is serving more than 5.000 resellers in Germany, Austria and Switzerland. Accolades include Most Important/Most Preferred VAD as voted by the German Channel for five consecutive years, three times Best Citrix Distributor EMEA and numerous awards from major vendors in the cloud, virtualization and storage fields, such as DataCore, Nexsan, GFI, and Isilon.

Why nominee should win

- Strong, well-rounded portfolio for both on-premise solutions and hosted services
- Leveraging successful on-premise and hosted solutions business to the hybrid model
- Empowering the channel to offer the full choice of deployment modes
- Offering the full stack of value adds resellers can draw upon