

## PRESS RELEASE

IT / Business / Companies

### **VMware and PC-WARE standardize partnering levels in the EMEA region to strengthen their strategic alliance**

- In 20 subsidiaries, PC-WARE is VMware Enterprise or Premier partner
- Expansion of the VAC-certification in European subsidiaries
- PC-WARE is going to be a semi-exclusive aggregator in the VMware VSPP program

*Leipzig, 14<sup>th</sup> May 2009* – VMware, one of the global leaders in virtualization solutions and the ICT service provider PC-Ware Information Technologies AG are focusing their present partnership on the EMEA region and have extended the certifications for all products and solutions. The overall objective of the alliance is to standardize the service level for customers in all of PC-WARE's 25 subsidiaries. Thus, PC-WARE is now the only VMware partner that holds a certification for the VIP Reseller Enterprise/Premium status in 20 businesses in 17 countries in Europe, Africa and China, and that disposes of a VAC certification in 11 international subsidiaries. With over 260 highly qualified consultants, PC-WARE supports corporate clients and public service institutions in analyzing, planning and implementing all common virtualization and storage solutions.

Currently, PC-WARE and VMware successfully cooperate in almost all of the 25 country subsidiaries, most importantly in the fields of software licensing and solution services. As a VMware go-to-market partner for products and as virtualization expert for server, desktop, storage and application demands, PC-WARE wants to obtain a consistently high certification level for all of its subsidiaries to increase customer satisfaction and to significantly increase market share in EMEA.

“Based on our international experience we identified the necessity to lift our services around the complete VMware product- and solutions portfolio to a consistent service and certification level for our customers. As one of the few companies, we are now able to offer not only favorable purchasing conditions to the customers of all our subsidiaries, but can also offer and realize highly standardized services”, explains Dr. Ingmar Ackermann, Vice President, Head of Northern Region and Strategic Partnership PC-WARE.

#### **PC- WARE is going to be a semi-exclusive aggregator in the VMware VSPP program**

PC-WARE's experience in the area of licensing and hosting models was the basis for the appointment of PC-WARE to one of the first aggregator partners of the VMware Service Provider Program (VSPP) on EMEA level. This status allows PC-WARE to react upon licensing demands from the customer segment service/hosting provider as needed and to be more flexible in offering these customers products and services of VMware on-demand solutions.

“Cloud computing and hosted virtualization solutions are a key strategic area for VMware, particularly as IT organizations look to avoid upfront capital expenditure in the current financial climate. PC-WARE will be a key partner in helping promote these VMware solutions across EMEA, to their own customers and also to their reseller partners in the region. As a key partner in the EMEA region we are confident

that PC-WARE have the experience and skill-sets to grow the market for virtualization and the VSPP model in particular”, says Andy Hunt, vice president, EMEA channels, VMware.

VSPP is a licensing model, which allows service providers to build a virtual infrastructure and to adapt this infrastructure in such a way as to provide customers with virtual machines for rent on a monthly basis. At this, the hosting providers access a VMware service platform that supports the most common VMware applications and integrates them with mobile features. In addition, service and hosting providers can pool VMware technologies through SaaS offers with other products. Users can now easily adapt their IT infrastructures to their own demands at all times. Since only the used products have to be paid, the initial investment in software or the long-term commitment of capital can be avoided.

With the VSPP partnership in the framework of the VMware vCloud initiative, PC-WARE is reacting to the recent growth of the hosting market in this area. According to IDC, expenses for cloud computing are expected to triple to a global volume of US\$ 42 billion over the next five years. The program allows PC-WARE to serve the target group of the hosting providers as an aggregator on the one hand, and to integrate the solution in the own portfolio as one of the players in the market for Software as a Service (SaaS).

„We appreciate VMware’s trust in us as a strategic partner, and regard the partnership as a result of many years of successful cooperation between our companies. Especially against the backdrop of PC-WARE gaining more importance on an international level as an independent expert in the growing business areas SaaS and virtualization,” comments Dr. Knut Lösckke, CEO PC-WARE.

Please find additional facts and information on this subject at [www.pc-ware.com](http://www.pc-ware.com).

## **PC-WARE**

PC-WARE is one of the leading manufacturer-independent ICT solution providers in Europe. In its core business of software licensing, consulting on licensing agreements and Software & IT Asset Management PC-WARE is the market leader in Europe. The company is one of only 5 Microsoft LARs in the entire EMEA region (Europe, Middle East, and Africa) and holds the LAR status in China as well.

In addition, the company offers a broad range of products, solutions and services for Windows and open-source platforms in client-server environments and also for high-performance data centers. The IT procurement portal Procerva allows PC-WARE customers throughout the world to access the entire range of services, regardless of currency, system or language.

PC-WARE has subsidiaries in 25 countries in Europe, Africa (ZA), and Asia (CN, KZ) and currently about 1,600 employees who serve approximately 85,000 business customers from industry, public administration and medium-sized businesses as well as major, globally active customers. Together with cooperation partners, PC-WARE is developing new markets in North and South America, Asia and Australia.

The company, profitable since its formation in 1990, has been listed at the Frankfurt Stock Exchange since May 5, 2000 and in the Prime Standard since 2003. (WKN: 691 090, ISIN: DE0006910904, Reuters Instrument Code: PCWG.DE)