

ATTO Appoints StorIT As Value Added Distributor For Middle East And India

StorIT to help build ATTO's channel network, train and certify partners and offer value added services to help partners to ensure partner success.

Dubai, United Arab Emirates, August 6, 2014: StorIT, the leading data storage specialist value added distributor in the Middle East and North Africa (MENA) region, today announced that it has signed a distribution agreement with ATTO Technology, Inc., a global leader of storage, network connectivity and infrastructure solutions for data-intensive computing environments. According to the agreement, StorIT will promote and distribute ATTO's complete range of end-to-end solutions across the Middle East and India markets.

"We are pleased to announce our new partnership with ATTO Technology, an established leader in high-performance storage connectivity solutions. ATTO consistently delivers products that maximize system reliability and uptime and help organizations store, manage and deliver their data better. Their best-in-class products complement our existing portfolio and add value to our data management and storage offerings. By leveraging our strong channel network in the Middle East and India, we plan to increase ATTO's business and market share within these markets. We look forward to working closely with their global and local teams to ensure that our resellers have the right tools, resources, training and support to sell ATTO's solutions effectively," says Mr. Suren Vedantham, Group Managing Director, StorIT Distribution fzco.

As ATTO's value-added distributor, StorIT will help the vendor identify and onboard systems integrators and resellers, provide value-added services and conduct focused channel development and enablement activities such as training, certifications, systems design and architecture, implementation support and services to name some. The distributor will also work closely with ATTO's global sales and support teams to ensure its channel network receives strong pre-sales, marketing, implementation and post-sales services to effectively sell ATTO's diverse portfolio of product solutions.

"We are excited to be working with a respected distribution partner like StorIT, as they now bring ATTO products to their diverse portfolio of solution providers," said Jeff Marks, director of worldwide channel sales at ATTO Technology, Inc. "The IT market is changing radically and users are faced with new challenges that require a much higher level of performance from their infrastructures. ATTO's expertise in developing ground breaking technology for over 25 years, coupled with StorIT's strong integrator relationships, delivers to customers in the region unique solutions for today, and tomorrow's performance driven IT environments."

StorIT will help ATTO to expand its reach and reinforce its presence in the region through its established channel network combined with its strategic initiatives. Through its training arm - Taalim, StorIT will hold regular road shows, seminars and training and certification programs to enable their partners to enhance their capabilities and address customers' requirements optimally.

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About StorIT Distribution FZCO

StorIT is the Middle East's leading Specialist IT distributor of Enterprise Data Storage, and Information Management Solutions. Incorporated in year 2002, StorIT is based out of Dubai, with branch offices in Riyadh, Saudi Arabia.

With active operations spanning more than 12 countries across the region, StorIT works with a wide Reseller Channel Network, comprising Value Added Resellers and Solution Providers, in offering comprehensive turnkey solutions to customers in the SMB, SME and High Enterprise Segments of the market. StorIT's proven track record, over a period of 10 years, of successfully introducing the very best of breed technology providers of the world to the Middle East market, by establishing and enabling a robust reseller channel that has been a key factor in their rapid growth in the region, has sealed its credentials as one of the most reliable, resilient and far-sighted value distribution organizations in the region.

Supported by enhanced distribution services right from presales consultancy, marketing support, post sales professional services, project financing options through warehousing & logistics hubs in Dubai, Riyadh and Doha, StorIT has witnessed stupendous year-on-year growth over a decade by offering great value proposition as a dependable long-term partner to both its vendors and resellers (customers).

For further information, please visit <http://www.storit.ae>

About ATTO Technology, Inc.

In our 26th year, [ATTO Technology, Inc.](http://www.attotech.com) is a global leader of storage and network connectivity and infrastructure solutions for data-intensive computing environments. ATTO provides a wide range of end-to-end solutions to help customers better store, manage and deliver their data. With a focus toward markets that require higher performance, ATTO manufactures host adapters, RAID adapters, network adapters, RAID storage controllers, Thunderbolt™-enabled Desklink™ devices, bridges, switches and software. ATTO solutions are based on providing a high level of connectivity to all storage interfaces including Fibre Channel, SAS, SATA, iSCSI, 10GbE, FCoE and Thunderbolt. ATTO distributes its products worldwide through Original Equipment Manufacturers (OEMs), systems integrators, VARs and authorized resellers.

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