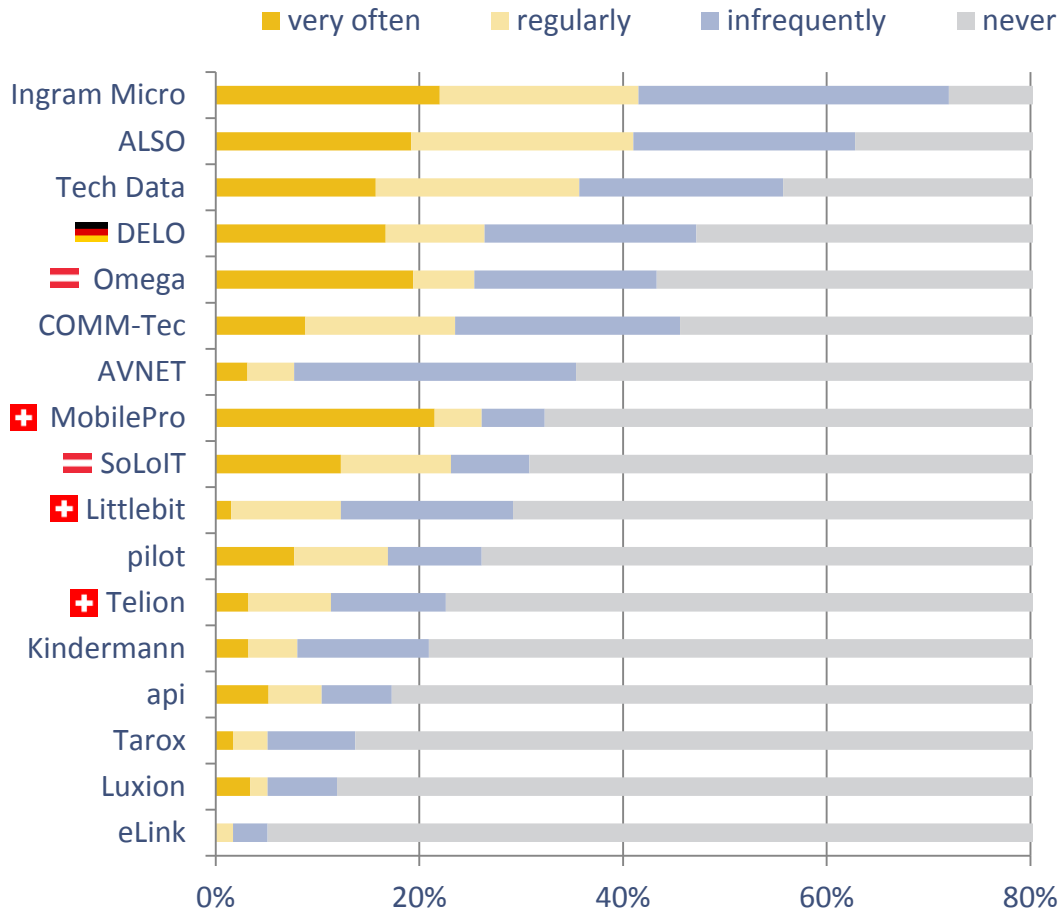


   Further research | The Top 5 dominate the market

Question: „With which distributors do you work together?“



- The dominating market leader among the distributors in Germany is Ingram Micro. Over 70% of all polled companies work with this distributor
- In short succession follow, ALSO, Tech Data, Delo and Comm-Tec. Between 40% and 60% of the market participants have worked with those competitors
- Most IT distributors offer Digital Signage related services. The market participants have noted that DS projects offer a good possibility to generate additional revenues to the standard box-moving business. Some competitors i.e. Delo have specialised on DS with growing success.
- In Austria and Switzerland the distribution market is dominated by national providers. In Austria these are Omega and SoLoIT, in Switzerland the market leader MobilePro is followed by Littlebit and Telion
- The international respectively Europe-wide operating companies Ingram Micro, Also and Tech Data have to surrender to local distributors in these two markets

Fig. 23: DBCI November/December 2015 "Ranking distributors Germany, Austria & Switzerland", n=67 (mean value)