

 Further research | The market is dominated by local champion Auvix

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

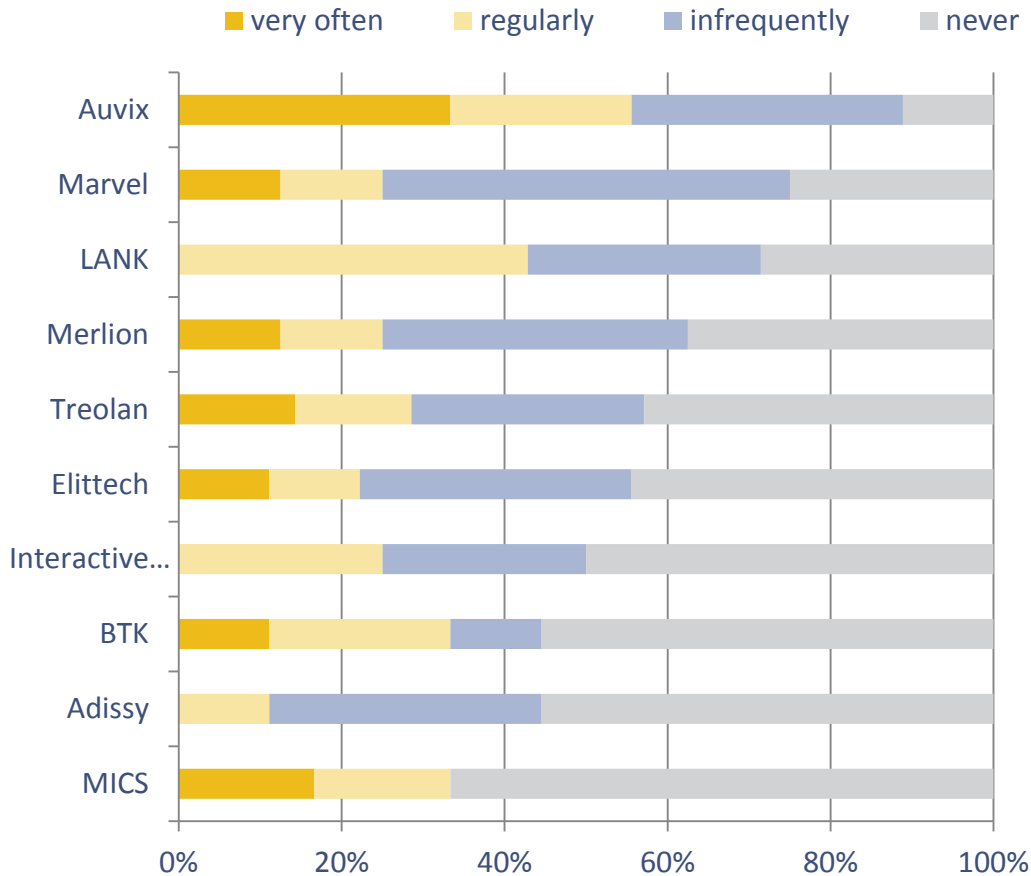


Fig. 4: DBCI Italy November/December 2015 "Ranking distributors", n=8 (mean value)

- The market leader among the distributors in Russia is Auvix. Over 80% of all polled companies have worked with this distributor at least once.
- Also in many other countries a local champion plays an important role in the market for distributors. In France it is SIDEV, in Germany Delo and in Switzerland MobilePro.
- In short succession follow the distributors Marvel, LANK and Merlion. Between 60% and 75% 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.