



If you listened closely last week, you may have heard the rumble as the distribution landscape shifted once more.

Another giant of IT will focus on the Pro AV market. **Avnet Technology Solution is a \$10 billion distributor** but unlike its cousins (Ingram Micro, Tech Data) Avnet ATS has always avoided the PC itself. Instead Avnet specializes in vertical markets and higher-valued IT networks and infrastructure.

Graeme Watt is President of Avnet Technology Solutions, EMEA and comes from their acquisition of Bell Micro, a storage distributor you may recognize as they frequented the broadcast industry (and often exhibited at IBC). Prior to Bell Micro, Watt was President EMEA at Tech Data EMEA.

Now **Advantech**, the embedded platform and integration services company, has signed an agreement with Avnet Technology Solutions. **The partnership is formed specifically for the ProAV market in Europe**

## Avnet Technology Solutions (ATS) Turns to Pro AV

Written by Bob Snyder  
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As a global IT distributor, Avnet provides a variety of services designed to assist partners in bringing end-to-end digital signage solutions to the market quickly and cost-effectively.

Bas Smeets, Business Development Manager Advantech explains the motives of partnering with Avnet “With the tremendous growth in demand for professional digital signage and retail/hospitality solutions in Europe, Avnet’s comprehensive experience and large customer base will help Advantech expand its business in this area.”

David House, Sales Director, Integrated Solutions Division, Avnet Technology Solutions EMEA commented “We have built an ecosystem of highly trained and knowledgeable partners who serve as an extension of our suppliers’ sales forces. The addition of Advantech’s industrial offering complements Avnet’s growing portfolio and strengthens its existing market position as a leading distributor of digital signage products and solutions in the IT B2B market.”

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