



## Newsletter

### AT&T Cabling Systems new distributor in the Middle-East: Aptec

AT&T Cabling Systems has recently appointed Aptec (<http://www.aptecme.com>), an Ingram Micro Company, as a distributor in the Middle East with offices in United Arab Emirates, Saudi Arabia, Oman, Egypt and Lebanon, complementing the existing channel reseller network. The agreement grants Aptec distribution of the complete AT&T Cabling Systems product portfolio, including AT&T CopperLine™, AT&T FiberLine™, AT&T CenterLine™, AT&T RackLine™, AT&T OutdoorLine™ and AT&T Port-LockLine™.

Aptec, an Ingram Micro company, is a leading technology distributor with a wide network of resellers acting as a one stop shop of IT solutions for businesses.

Aptec is an authorized distributor for many of the leading IT hardware, software and communications manufacturers in the world, operating in 5 countries from which it serves over 70 countries in the region. Aptec covers the region of Middle East, Africa, Near East and Turkey. Aptec Group was established in 1980 and is one of the oldest distributors in the region.

The group distributes a wide range of Value Added solutions and products covering Computers, Data Centre, Storage, Security, Networking, Software, Hardware, Services and Telecommunication products from the world leading vendors in each segment. More than 340 employees and 5 locations in the UAE, Oman, Egypt, Lebanon, Turkey to ensure speedy, effective and professional service to resellers throughout the region.

Aptec plays a vital role in the value chain, linking manufacturers of technology to thousands of resellers covering wide geographical territories. The company creates sales and profit opportunities for vendors and resellers through unique marketing programs, advanced logistics services, technical support, consultancy, high-level technical consulting and outsourcing services, financial services and product delivery and distribution.

Aptec's regional geographical coverage, extensive customer base and its value added services made the group the largest and fastest growing value added distributor in the region. The group's automated processes link its suppliers and resellers through unique systems developed for this purpose.

The group comprises a number of specialist companies to ensure a clear market segment focus.