

C-Data Selects CloudBlue to Power New Cloud Services Business

CloudBlue's digital commerce platform to accelerate C-Data's cloud services business, introduce a new cloud marketplace and ultimately make it easier for channel partners to drive digital transformation throughout Israel

MUNICH--(BUSINESS WIRE)-- **CLOUDBLUE CONNECT** – Expanding its customer base within the distribution marketplace, CloudBlue, an Ingram Micro business, is pleased to announce it has been selected as the digital platform provider of choice for C-Data, one of Israel's leading distributors of computer, data security and communication products and peripheral equipment of top brands, as well as its subsidiary C-Data cloud. The international customer win was announced at this week's CloudBlue Connect event in Munich, Germany.

"This is a big week in CloudBlue's history and we are excited to be named the digital commerce platform provider of choice for C-Data's cloud services division to help them accelerate the adoption of cloud services and digital transformation in Israel," said Richard Duffy, senior vice president, CloudBlue. "Our presence and business value across Europe, the Middle East and Africa is growing rapidly, particularly with distributors, and our brand is building across the geographies."

As part of the new relationship, CloudBlue is working with C-Data to establish and expand C-Data's cloud and digital services, as well as integrate those from third-party providers and ISVs. By leveraging CloudBlue's industry-leading cloud commerce and anything-as-a-service (XaaS) platform, C-Data is bringing sophistication and simplicity to its cloud services business and establishing a robust online marketplace.

"Cloud services represent a strategic and significant growth opportunity for C-Data and our channel partners," said Lear Sharon, CEO, C-Data cloud, a subsidiary of C-Data focused exclusively on the distribution of cloud solutions and services. "Teaming with CloudBlue to support and scale our cloud solutions services division is the right decision at the right time and for all the right reasons. Demand for cloud is growing rapidly and within five years, we believe 80 percent of software sales will be purchased online and the majority will be consumed on demand. By leveraging the CloudBlue commerce platform, we are able to lead business through cloud-based solutions and applications, while helping our channel partners grow their business and build their value in the eyes of their customers."

More than 200 of the world's foremost service providers turn to CloudBlue's cloud commerce platform to power their operations including AmericaMovil, Cogeco, Cobweb, Copaco, GTI, Telefónica, TELMEX, Telekom Austria, Telstra and Vivo. CloudBlue provides a single-entry point to an ecosystem of the world's most innovative ISVs, including more than 200 pre-integrated cloud services from Microsoft, Dropbox, DocuSign, IBM, Cisco, Symantec and many more.

"Cloud services and digital transformation are changing the way channel partners market,

sell to and support their customers,” says Dufty. “By selecting CloudBlue as its go-to-market commerce platform provider, C-Data is advancing its cloud services strategy and making it easier for channel partners to launch, scale and profitably manage successful cloud businesses that meet the needs of their customers. The new distribution relationship further demonstrates CloudBlue’s commitment to providing the platform of choice for telcos, service providers and distributors worldwide.”

With hundreds of professionals from engineering, product management, operations, marketing and sales, CloudBlue today manages more than 27 million enterprise cloud subscriptions globally and is experiencing a record year of innovation and growth.

For more information about CloudBlue, contact Together@CloudBlue.com.

About CloudBlue

CloudBlue is dedicated to helping service providers of all kinds build, scale and monetize cloud and digital services in the “as-a-service” economy. Many of the world’s best known telecommunications companies, technology distributors, managed services providers and value-added resellers rely on CloudBlue’s leading commerce platform to automate, aggregate and sell both their own cloud services, as well as those from third party ISVs. CloudBlue powers more than 200 of the world’s largest service provider cloud marketplaces, which collectively represent more than 27 million enterprise cloud subscriptions and over \$1B in annual subscription revenue. CloudBlue provides its customers access to an ecosystem that includes more than 200 ISV solutions and more than 80,000 resellers around the world. CloudBlue is an independent software division of Ingram Micro.

www.cloudblue.com

About C-Data

Established in 2001, C-Data is the leading company in Israel in setting marketing norms for the distribution of computer, data security, communication products, mobile devices and peripheral equipment of top brands, to resellers. Led by a highly experienced management team in the distribution of computerized products to resellers in Israel, C-Data employs a top-notch, professional and sophisticated team of experts, which are the finest in Israel. The combination of fresh innovation with rich experience allows C-Data to set new standards of efficiency and innovation in distribution, thereby enabling their customers to enjoy unprecedented availability, speed, and accessibility. As the leader of the IT commercial and consumer's wholesale Israeli distribution market, C-Data is committed to maintaining its leadership by planning for the future. www.c-data.co.il

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