

## Exertis extends its Poly Distribution across Europe

Providing resellers with a complete solution for the modern office and remote working.

Basingstoke (UK), 3<sup>rd</sup> July 2020

**Exertis, a leading route-to-market and supply chain partner for global technology brands across consumer, business and enterprise announced, today, an extension of its existing Poly relationship to cover all of its European entities. Its specialist Exertis Pro AV division and [COMM-TEC Exertis](#) subsidiary will now provide the full range of [Poly](#) communications, collaboration and meeting room solutions to resellers in the UK, Ireland, Belgium, The Netherlands, Luxemburg, France, Germany, Austria, Switzerland, Italy, Spain, Denmark, Sweden, Norway and Finland.**

“We have enjoyed a great relationship with Poly in the UK, France and Benelux, so the opportunity to extend that across Europe made perfect sense for both companies. Poly provides an unparalleled portfolio of products for modern workers and presents our resellers with an excellent proposition to fulfil the increasing demand for collaborative and flexible working practices”, said Mark Kahr, Exertis Global Procurement Director. “Companies of all sizes are demanding high quality, audio and video solutions that can be easily deployed and managed in a variety of spaces from the board room to huddle rooms and the home office. Poly can offer a premium experience either on premise, in the cloud or hybrid and fits perfectly with our strategy to provide our resellers with complete meeting room and remote working solutions.”

The extension is timely, following Poly’s own announcement of a new partner programme and a unified partner portal. The partner programme, which is accessible for resellers at all levels, focuses on skills and capabilities rather than just sales volume in determining partner tiers and the portal provides a comprehensive library of images, marketing assets training and sales tools so resellers can effectively and efficiently market to their customers.

Paul Dunne, Senior Director EMEA Channels, said, “Exertis Pro AV is now firmly established in many countries across Europe and the opportunity to leverage their coverage, capabilities and wide reseller network, as we embark on an ambitious programme to drive engagement with more partners with more of our products, is clearly mutually beneficial. The market is growing in enterprise headsets, voice and video and our portfolio is uniquely positioned to facilitate the modern office and remote working.”

With its dedicated teams and expertise in UC, AV and networking, Exertis Pro AV can provide pre and post-sales support for solutions including offering resellers the chance to bring their customers to its fully fitted Poly meeting room centres.

## **Image material for press release in print resolution**

[Mark Kahr, Exertis Global Procurement Director](#)

### **About Exertis Group**

*Exertis is the leading technology distributor of consumer, business and enterprise products from established and emerging technology brands, and a wholly owned subsidiary of parent company DCC PLC, a FTSE 100 company. After 39 years of profitability Exertis continues to outperform the market, achieving revenues of £3.913billion in FY2020. Exertis represents 2,400 global and emerging brands selling to more than 50,000 reseller and retailer customers focused on consumer, mobile, business, enterprise and IT Supplies. It also provides an industry leading and innovative range of services and value-added solutions. With offices in Europe, North America, Middle East and China and with global reach via its supply chain services, Exertis employs 4,200 in 21 countries.*

To learn more visit [www.exertis.com](http://www.exertis.com)

### **About COMM-TEC Exertis**

*For more than 30 years, COMM-TEC Exertis has been one of the largest and most renowned value-add distributors for AV media technology in Europe and has been part of DCC Technology Trading/Exertis since 2019. The company headquarters is located in Uchingen near Stuttgart and distributes the products of more than 50 well-known manufacturers. The business units "Digital Signage & Media Solutions", "Collaboration & UCC", "Signal Management", "Pro Audio & Control", "Display Solutions" as well as "Racks & Mounts" provide master technicians, system integrators and architects with the optimal hardware for their requirements. COMM-TEC acts strongly according to its claim "Think Solutions": it creates a consciousness for thinking and acting in terms of solutions, and for offering solutions. COMM-TEC supplies everything from one source, from planning through consultation to implementation.*

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