



PRESS RELEASE

Insight enters into partnership with AirVM

*AirVM Software helps cloud service providers resell,
manage and provision VMware Cloud Services*

Amsterdam, 13 October 2015 – [Insight](#) has entered into a joint venture with [AirVM](#), provider of Cloud Management Software which helps cloud service providers optimize the use of their VMware cloud platform. AirVM's AirSembly won Best of VMWorld 2014 in the category 'Public and hybrid cloud computing technologies'. "We're delighted that we can expand our portfolio in this way", says Ferry Helder, Sales Manager Hosting at Insight.

Cloud computing is booming due to its cost efficiency. Cloud companies can offer services such as Infrastructure as a Service, Storage as a Service, or Firewall as a Service at highly competitive prices, thanks to the economies of scale. The systems are depreciated across multiple customers, which creates a price advantage. There are additional reasons why an organization would opt for the cloud, but the cost advantage is the leading reason.

"We want to help our customers, the cloud providers, to deploy their environment as effectively as possible", Helder explains. "And that's why we entered into the collaboration with AirVM. Moreover, the commitment covers not only the Netherlands, but all of EMEA. In the United States we've already been delivering AirVM software for some time now." AirVM helps make a VMware cloud platform easier to manage and enables it to perform better. "We make available not just the product, but also our knowledge about virtualized environments, thus generating added value", says Helder.

In the Netherlands, for example, Fundaments - a cloud services provider - is already an AirVM partner. Manager Larik Jan Verschuren-Parchomov: "AirSembly assures automated provisioning, integrated invoicing and has self-service capabilities. So we can deliver our services to our customers more quickly, while at the same time saving on operating costs."

Bart Scheider, VP Global Sales at AirVM, is proud of the collaboration with Insight. "We're pleased that Insight EMEA is our first aggregator partner for accelerating sales of our products in EMEA. With Insight as an aggregator partner we have directly available to us a team of professional sellers who already have day-to-day contact with cloud providers, as well as having the experience required to convey the value of AirVM solutions."

About AirVM

AirVM is the world's leading cloud enablement company. The company's flagship AirSembly software is an award-winning cloud management platform purpose-built for VMware to make it incredibly simple for service providers to sell, provision, manage, and bill for cloud services, through any type of distribution model. AirVM leads the global industry as the only cloud platform capable of supporting all aspects of cloud business sold through traditional multi-tier distribution as well as direct-to-customer models. Thousands of service providers, resellers and customers have processed millions of transactions through the AirVM platform. AirVM is a privately held company based in Ottawa, Ontario, Canada. Find out more at <http://www.airvm.com>.

About Insight

Insight, founded in 1988 in the USA, is a leading global 'trusted IT advisor'. The company provides customer with innovative IT products and services, including cloud and workplace solutions, which enable them to work smarter. This leads to increased efficiency and reduced costs. Insight optionally takes the entire process on its behalf, by providing independent advice to implement the solution(s), including the final responsibility. Insight has customers in Government, Healthcare, business services, industry, hosting and commerce. Most organizations concerned with a size of 200 to 10.000 workplaces. Insight is committed to a long-term relationship with customers, providing transparency, integrity, respect and personal approach to rise. In 2014 Insight with 5.400 employees realized a turnover of 5.3 billion dollars. This made the company number 483 on the Fortune 500 ranking list of that year. For more information: www.insight.com.

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