

## ALSO Buys into France With BeIP

Written by Marco Attard  
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ALSO starts 2017 with an acquisition-- specifically French networking and security specialist distributor BeIP. The two parties agreed to keep the buying price secret.



BeIP offers a network and security infrastructure portfolio featuring the likes of Barracuda, Aruba Networks and AirWave, as well as related support services, across France and Africa. It focuses on market verticals such as telcos, and hopes achieve 2016 revenues of €20 million, a 30% increase over the previous years.

Post-acquisition BeIP CEO Erwan Le Guin remains a minority shareholder in the company, and will continue working with ALSO.

"BeIP perfectly complements our existing portfolio in France, enabling us to expand and strengthen our market position," ALSO CEO Gustavo Möller-Hergt says. "Under the umbrella of the ALSO Holding company, we will generate additional growth for BeIP. Accessing new vertical markets in turn presents tremendous potential for ALSO. BeIP will help us to tap these markets in France and elsewhere."

The previous ALSO acquisition was that of Bachmann Mobilel Kommunikation, the Swiss after-sales specialist, back in August 2016. The distributor is currently looking into the Asian market through a partnership with Innovix, a deal similar to that struck with European disties Westcoast and Logicom.

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