

Avnet Divides Attention in 5 Business Units

Written by Marco Attard
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Avnet announces a "solutions specialist approach" to the channel-- by launching 5 global business units the distributor aims to providing providing partners with enhanced support.



The units employ 450 specialists in total, and cover datacentre, cloud, security and enterprise networking, data analytics, cognitive computing and IoT, and mobility. In addition EMEA gets Education Services, a 6th unit with a focus on flexible training solutions.

All units have a regional leadership team to align with local partner needs, whether one focuses on a single technology or solutions combining multiple technologies. In addition Avnet says it will provide more proprietary tools, services and solutions, such as the Cloud Marketplace and IoT collaborations.

"Today's customers expect their partners to understand business outcomes and the software, services and hardware needed to deliver results. Our solutions specialist approach empowers Avnet's partners with the dedicated resources, sales support and technical expertise needed to transform their business while driving long-term success for themselves and their customers," Avnet says. "The solutions specialist approach gives our partners and suppliers the best of both worlds-- a business solutions mindset coupled with deep technical expertise in the datacentre and next-generation technologies."

In other Avnet news the distributor has acquired Premier Farnell, a distributor and manufacture of the Raspberry Pi micro-computer.

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"This acquisition will significantly strengthen Avnet's digital footprint worldwide," interim CEO William Amelio says. "The convergence of Premier Farnell's innovative online services with Avnet's world-class supply chain will create customer service unparalleled in the industry."

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