

Ingram expands further into Central and Eastern Europe (CEE) with the acquisition of the CEE division of fellow value-added enterprise IT distributor RRC Group.



The RRC CEE division brings Ingram a Polish HQ and operations in Poland, Hungary, Serbia, Romania, Czech Republic, Croatia, Slovenia, Macedonia and Albania. It has a product portfolio covering networking, security, infrastructure and auto identification products from Cisco, IBM, Zebra and Avaya, as well as a service offerings suite complete with logistics, education and technical, and marketing support.

"In addition to bolstering our European portfolio of value solutions, we expect to leverage their established brand in CEE to further increase revenue and profitability throughout this strategic territory, which has been a focus of expansion for Ingram Micro," the distributor says. "We look forward to the CEE business and its associates becoming a part of Ingram Micro."

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