

INGECOM AND MULTIPPOINT GROUP SIGN A STRATEGIC ALLIANCE

- *The Value Added Distributors reach an agreement to seek synergies that will allow them both to support each other territories to do business a total of nine countries*
- *Vendors and clients, both from Ingecom and MultiPoint Group, will be able to benefit from the qualitative step in global commercial and technical coverage obtained by signing this alliance*

Tuesday, 19th January 2021.- Ingecom, Value Added Distributor (VAD) specialised in Cyber Security and Cyber Intelligence Solutions, and MultiPoint Group, Value Added Distributor expert in Cyber Security and IT Solutions, have signed a strategic alliance with the aim of expanding the market covering nine countries, almost the entire Mediterranean Area, most of which are members of the European Union –Portugal, Spain, Italy, Malta, Cyprus, Greece and Romania– as well as Israel and the United Arab Emirates. All these states have in common their high growth in cybersecurity technologies, a fact that is currently accelerating even more due to the situation of the Covid-19 which entails new technological risks in all types of companies.

This strategic and global alliance will make it possible to combine synergies on a commercial and technical level in nine languages, as well as in logistics and marketing, which will benefit not only both VADs, but also the vendors, integrators and customers they are working with now, as it opens up the opportunity for all of them to close projects in the new markets, backed up by a comprehensive and quality service from their reference distributor as it has been so far.

Ingecom is a Spanish company with more than 24 years of existence that distributes solutions from 25 vendors and is constantly looking for disruptive cyber security technologies. It has a staff of 36 people and is currently present in Spain, Italy and Portugal, although during the current year it plans to open new territories.

MultiPoint Group, founded in 2009 in Israel, has a staff of 22 people and a portfolio of over 20 vendors. The company is located in Malta, Greece, Cyprus, Romania, Israel and the United Arab Emirates.

A qualitative step in global coverage

Currently, the vendors AT&T (AlienVault), ExtraHop, SealPath, Thycotic and Varonis are already working with both VADs but, from now on, thanks to the synergies that will be generated by this strategic alliance, many other vendors - both from Ingecom and MultiPoint Group - will be able to benefit from the qualitative step in global coverage and services that will be obtained by signing the alliance; likewise, there are the possibility that new vendors join to this global coverage.

The technological strategy of adding new vendors to the portfolio will be common to both companies, so that all the solutions would be based on five pillars such as the human being, the device, the infrastructure, applications and the data. Each country will be free to add vendors that are signed globally to their local portfolio according to the country's strategy trying to avoid technology overlap.

Javier Modúbar, CEO at Ingecom, comments on the agreement reached stating that: "For Ingecom it is great news to be able to carry out a strategic alliance with MultiPoint Group, as both philosophies are identicals. In consequence, both companies can create synergies with vendors and also customers. This alliance makes it possible to provide greater coverage in a region of economic and technological growth, and where cyber-security threats are increasing day by day; at the same time, the location of the MultiPoint Group's headquarters allows us to be closer to one of the main cyber-security technology centres in the world, allowing us to exchange knowledge between the teams –both technical and commercial –of both companies. In a short period of time, the advantages of this alliance will become effective among our vendors and clients and internally in the MultiPoint Group and Ingecom teams”.

Ricardo Resnik, CEO of MultiPoint Group, says that: "The strategic alliance reached with Ingecom places MultiPoint Group in an unbeatable position as a VAD present in the most relevant European countries within the Mediterranean Area due to their demand and requirement for cyber security solutions. We are convinced that the agreement with Ingecom will strengthen both of us, not only with our presence in new markets, but also enrich us with the exchange of knowledge in all areas of the company".

With this strategic alliance between both companies, a leader is created in the field of value distribution of Cyber Security Solutions in the Mediterranean Region with very powerful synergies and open to the incorporation, in the future, of new players to cover other countries where this alliance does not reach.

About MultiPoint Group

[MultiPoint Group](#) is a leading distributor of Cyber Security and IT Solutions, providing channel partners in the Mediterranean Area & Middle East with reliable solutions backed by the world's leading hardware and software vendors. The company was founded by Ricardo Resnik in 2009 in Israel.

MultiPoint Group works with over twenty vendors including Thycotic, TeamViewer, Qualys, Tenable, AT&T Security, PRTG, Progress Software, Firemon and Malwarebytes, ExtraHop, SealPath and Varonis.

About Ingecom

[Ingecom](#), value added distributor in IT Security and Cyber Security Solutions, was founded in 1996 in Bilbao (Spain). With headquarter in Bilbao, Ingecom has offices in Madrid, Lisbon and Milan. Currently, the company has more than 35 employees. Ingecom provides tested and approved solutions to network and security integrators.

The most critical services in companies are control, monitoring and security of information systems. Ingecom has solutions and third-party products to provide a global solution.

Currently, Ingecom works with vendors such as AlgoSec, AlienVault, Allot, Array Networks, Attack Simulator, Bitdefender, Cybonet (PinApp), Cymulate, EfficientIP, ExtraHop, Forcepoint, Forescout, Garland Technology, Hdiv Security, Medigate, MobileIron, Okta, Rapid7, SealPath, Thycotic, Varonis, Vicarius, Viewtinnet, WhiteBearSolutions and ZeroFOX, through more than 600 integrators.

MULTIPOINT  **GROUP**

Ingecom

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