

Exclusive Networks Acquires Ignition Technology

Reinforces heritage and reputation as launchpad for disruptive cybersecurity vendors

PARIS, FRANCE – 6th July 2021 – Exclusive Networks, a global trusted cybersecurity specialist for digital infrastructure, today announced it had acquired Ignition Technology, the UK and northern Europe specialist security VAD concentrated on early-stage disruptive security-as-a-service (SaaS) vendors. The acquisition further reinforces Exclusive's heritage and reputation as the go-to specialist distribution partner for emerging cybersecurity innovators, creating a dedicated operation focused on younger technology companies looking to break out into the global market. This move, coupled with its continued strong focus on established and scale-out vendors means that Exclusive have a powerful and focused offering for innovative cybersecurity vendors wherever they are on their growth journey.

Ignition will become the brand entity for accelerating the progression of new and disruptive vendors as they emerge from late-stage startup mode and need to address a market that is global. For this purpose, Ignition will be developed globally as the springboard for new vendors and technologies whilst Exclusive Networks remains the pathway for global scale and hyper growth.

Speaking on the launch of the initiative and acquisition, Jesper Trolle, CEO at Exclusive Networks said, "This is an exciting and premeditated plan designed to double-down on our services for startup vendors in an innovative and disruptive way, with a dedicated and distinct value proposition. We have a strong pedigree and reputation in bringing new and disruptive cybersecurity technologies to market, helping emerging vendors grow and scale from market challengers to market leaders. These vendors have different needs and expectations depending on where they are in their growth journey. With Ignition we are enhancing our value for emerging vendors, creating a focused, defined and dedicated proposition. By creating a separate entity, we can provide a global launchpad for these emerging start-ups whilst maintaining our key focus on the specific needs of our core established and scale-out vendors."

Peter Ledger, Co-founder and MD of Ignition added, "This is a great opportunity for both ourselves and vendors to get a clear pathway to boost progression globally. Transitioning through the stages of startup to scale-out has always been a dilemma for vendors wanting the focus of a local specialist but needing scale, and for those specialists to be able to benefit from the hard work and investment put into the early stages. No global player has managed this previously and this is a bold and creative way of addressing this need. Our model depends on hyper-care, customer acquisition and evangelism. We now have a symbiotic partnership with Exclusive who 'wrote the book' on launching and developing new and emerging vendors internationally. No wonder they're reimagining how global specialism may work and it's great to be part of this ambition."

Ignition currently operates in 7 countries across Benelux, the Nordics and the UK, and Exclusive Networks aims to establish the Ignition offer globally over the coming months. Each local Ignition organisation will be able to leverage its development with access to the existing resources of Exclusive Networks worldwide.

Trolle continued, “We believe this is a powerful move to enhance our specialist proposition globally – something that no-one has ever achieved. It will increase our relevance, both with the new generation of vendors and the thousands of partners globally that rely on us to act as their virtual CTO and triage for new tech innovations. It also reflects our view that innovation is not only a ‘technical or technology’ play but a business model disruption, a disruption in customer engagement and experience. Global expansion is a key part of our own omnichannel proposition which makes us relevant to all sectors of this market across supply and demand-side standpoints. We really believe we are starting something good with this initiative and I personally can't wait to see the Ignition model integrated and replicated across our global organisation.”

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About Exclusive Networks

Exclusive Networks is a global trusted cybersecurity specialist for digital infrastructure helping to drive the transition to a totally trusted digital future for all people and organisations.

Our distinctive approach to distribution gives partners more opportunity and more customer relevance. Our specialism is their strength – equipping them to capitalise on rapidly evolving technologies and transformative business models.

The Exclusive Networks story is a global one with a services-first ideology at its core, harnessing innovation and disruption to deliver partner value. With offices in 40 countries and the ability to service customers in over 195 countries across five continents, Exclusive Networks has a unique ‘local sale, global scale’ model, combining the extreme focus and value of local independents with the scale and service delivery of a single worldwide distribution powerhouse.

More at www.exclusive-networks.com

About Ignition Technology

Ignition Technology is a security distributor for the SaaS world. We believe in the power of the channel to enable and secure business transformation. We enable our partners to architect solutions that better protect their customers and help them navigate the future of cybersecurity through our people, our knowledge and our solutions and services.

By discovering innovative, emerging cybersecurity solutions, we help them de-risk their business, create value and maintain relevance with their customers whilst delivering peace of mind. More at www.ignition-technology.com.

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