

PRESS RELEASE

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SAM Practice acquisition bolsters Kelway's managed services portfolio

Kelway's ambitious growth plans continue apace as company expands its managed services capabilities with acquisition of specialist software asset management consultancy

Kelway, the UK's leading mid-market IT provider and *CRN's* 2009 Channel Awards Reseller of the Year, has announced the acquisition of software asset management services provider, SAM Practice. SAM Practice's expertise in software licensing and software management will further strengthen Kelway's extensive portfolio of IT solutions and managed services, reinforcing Kelway's status as a full-service IT solutions provider.

Kelway has worked with SAM Practice on a partnership basis for a number of years. The decision to incorporate SAM Practice into the Kelway group of companies comes in response to the growing demand for effective software asset management, created by corporate governance and compliance requirements, and a need to help businesses minimise software risk and licence cost.

SAM Practice CEO Jason Allaway, who will take the role of Head of Software for Kelway, comments: "Kelway has built an impressive business and we are excited to be joining the company. We've worked hard to define a comprehensive range of services to help businesses efficiently and cost-effectively manage software licensing, compliancy and risk. These services bring new capabilities to the Kelway portfolio and are a natural fit, enabling both companies to offer more to existing customers and take advantage of new opportunities throughout the UK."

Kelway CEO, Phil Doye, adds: "Companies are looking harder at their assets and Kelway is committed to helping customers extract as much value from their businesses

as possible. The acquisition of SAM Practice adds a vital new dimension to our service offering. The SAM team brings a wealth of licensing and software management experience and we are now in a position to help our customers make significant cost savings across their IT estates.”

This latest acquisition rounds off a busy buying year for Kelway, beginning in February with the purchase of VMware specialist, Panacea Services and followed in May with the acquisition of infrastructure solutions provider, Repton Holdings. This aggressive growth has significantly accelerated Kelway’s profitability, market position and customer offering.

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About Kelway:

Kelway is one of the UK’s most successful IT providers. Established in 1990, the company delivers IT solutions for a wide range of customers, backed by unrivalled levels of service. Kelway’s account management and customer service teams are experienced IT professionals who offer a consultative approach to service and solution delivery, working closely with customers to establish a genuine understanding of their entire business, plans and objectives.

Kelway operates from headquarters in London’s Docklands, with additional offices in the City, Basingstoke, Exeter, Swansea and Dubai. UK customer orders are fulfilled from a central distribution centre in Northampton. For more information please visit: www.kelway.co.uk

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