

The Nokia logo is displayed in white, uppercase letters on a solid blue rectangular background.

Pedab becomes Nokia value-added distributor in Nordic and Baltic Regions

May 3, 2022, Nokia has selected Pedab, as a value-added distributor for its IP Pedab will market, distribute and service the Nokia IP and Optical solutions enabling the partner network state-of-the-art digital transformation in government, universities, manufacturing and healthcare industries.

The combination of Nokia and Pedab will create a powerful challenger to the incumbent suppliers in the market due to the technological leadership of Nokia and the outstanding service provided by Pedab.

"The Nokia brand is well known for bringing significant value to customers, therefore this partnership provides tremendous value for our eco-system throughout the Nordic and Baltic regions. Nokia compliments our portfolio perfectly and provides new opportunities to challenge and add value in the market. We are very excited to offer their leading-edge technology throughout our eco-systems and their customers." says Claus Stensbjerg, VP of the Infrastructure Development & Client Computing Division, Pedab Group.

Koen Laisnez, Head of Global Distribution, CX Enterprise Sales, said: "Nokia has deployed mission-critical networks to over 2,200 leading enterprise customers in the transport, energy, large enterprise, manufacturing, webscale, and public sector segments around the globe. And we have extended our expertise to more than 450 large private wireless customers worldwide across an array of sectors. These successes are possible with our valued partners. We are pleased to welcome Pedab as a value-added distributor to help drive new growth and develop new customer relationships."

About Pedab Group

Pedab provides IT solutions and services built on infrastructure, software, and services from selected vendors to an ecosystem of partners and customers. We work with leading technology vendors like IBM, Huawei, Dynabook, Inspur Information, Cornelis Networks, Fujitsu, Scale Computing, Toshiba, Red Hat, Supermicro, Micro Focus, and SUSE. Pedab has offices in eight countries, including Sweden, Norway, Denmark, Finland, Estonia, Lithuania, Latvia, and France. The turnover of the Pedab Group for 2020/21 amounted to EUR 167 million. For more information, visit www.pedab.com.

Media Enquiries

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The Pedab logo is located in the bottom right corner of the page. It consists of the word "PEDAB" in white, uppercase letters, set against a red rectangular background with a slight 3D effect.