

Vertiv Announces SEC DATACOM as New Distribution Partner for Critical Digital Infrastructure in the Nordic Market

Copenhagen, Denmark [20 nov., 2024] - Vertiv, a global provider of critical digital infrastructure and continuity solutions, announced their official distribution partnership with SEC DATACOM, a leading value-added distributor in the Nordic region. This collaboration marks a significant step toward enhancing Vertiv's presence and meeting the growing demand for critical digital infrastructure solutions across Denmark, Sweden, Norway, and Finland.

"We are thrilled to join forces with Vertiv and offer their cutting-edge technologies to our customers," said Lasse Skovgaard, Group CCO, SEC DATACOM. "This partnership will allow us to further strengthen our portfolio and provide businesses in the Nordics with the solutions they need to stay ahead in today's fast-paced digital landscape."

A Powerful Partnership to Drive Innovation

As the new official distributor for Vertiv in the Nordics, SEC DATACOM brings over 25 years of expertise in IT infrastructure, data centers, and digital transformation technologies. Their extensive market knowledge, combined with Vertiv's industry-leading portfolio of power, cooling, and IT management solutions, promises to deliver unparalleled value to customers in the region.

SEC DATACOM brings over 25 years of expertise in IT infrastructure, data centers, and digital transformation technologies, while Vertiv is a global industry leader with an extensive portfolio of power, cooling and IT management solutions. This partnership enables Vertiv to leverage SEC DATACOM's robust distribution capabilities and local market insights, enabling faster and more efficient delivery of products and services to businesses across the Nordic countries. By working closely with SEC DATACOM, Vertiv aims to provide a seamless supply chain experience, enabling customers to access the latest innovations in critical infrastructure with improved availability and support.

"We are excited to partner with SEC DATACOM and look forward to bringing our world-class solutions even closer to customers in the Nordics," said Jesper Hersbro, EMEA channel

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distribution director, Vertiv. *“With their expertise and distribution network, we can better meet the region’s growing demand for reliable, energy-efficient infrastructure.”*

The new distribution partnership offers efficiencies and other advantages to local customers:

- **Enhanced Product Access:** Customers will benefit from a broader portfolio of Vertiv solutions, including uninterruptible power supplies (UPS), power distribution units (PDUs), cooling technologies, and a series of infrastructure solutions, readily available through SEC DATACOM.
- **Local Expertise:** SEC DATACOM’s strong presence in the Nordic market allows for tailored solutions and expert consultation services, enabling businesses to receive customized infrastructure that meets their specific needs.
- **Efficient Supply Chain:** With SEC DATACOM’s extensive logistics network, customers can expect faster delivery times and improved availability of Vertiv products, reducing lead times and allowing rapid response to market demands.
- **Comprehensive Support:** The combined resources of Vertiv and SEC DATACOM will provide businesses with dedicated technical support, training, and local expertise, enabling the successful implementation and maintenance of critical infrastructure projects.

For more information about Vertiv, please click [here](#).

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