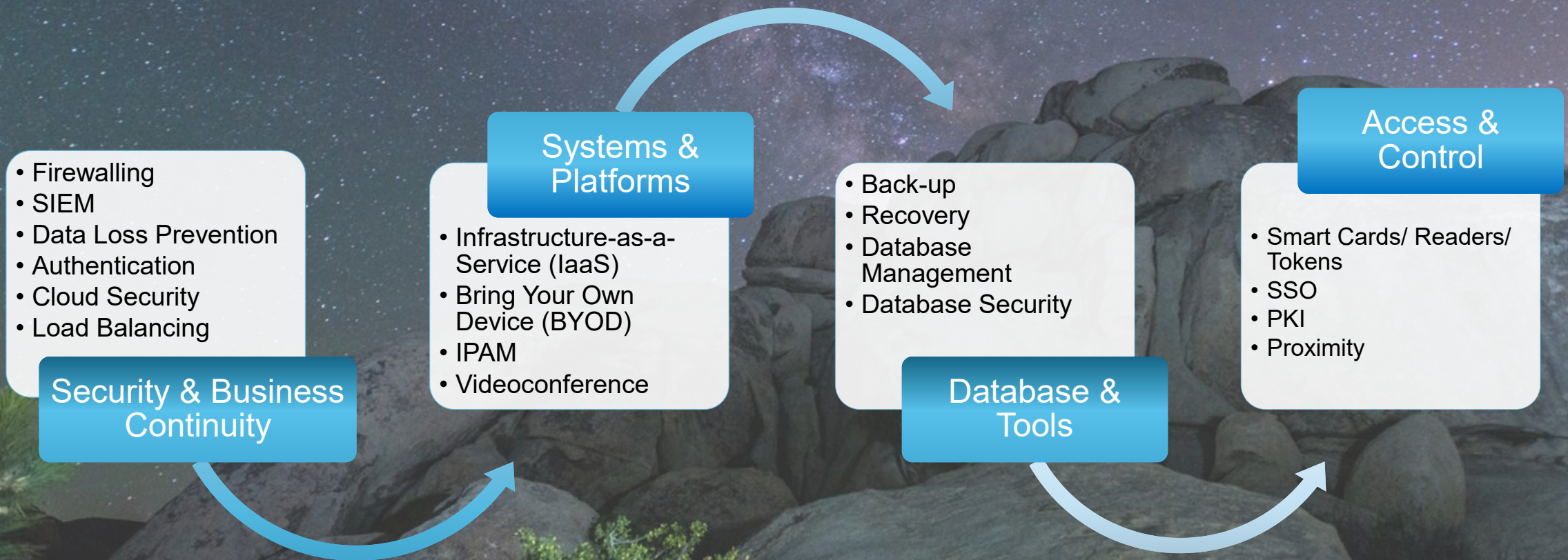


Company Profile



Itway Hellas

Itway Hellas distributes a large number of world leading IT Vendors' products bringing to the market a high level of expertise in the area of IT Products and Solutions for Large Enterprises, Medium and Small Businesses in public and private sectors through a widely developed Channel of Technology Partners.



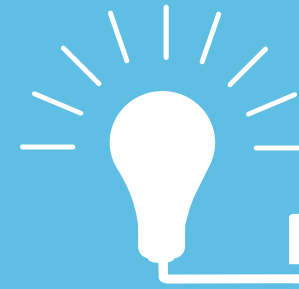
Value Added Distributor



Itway Hellas

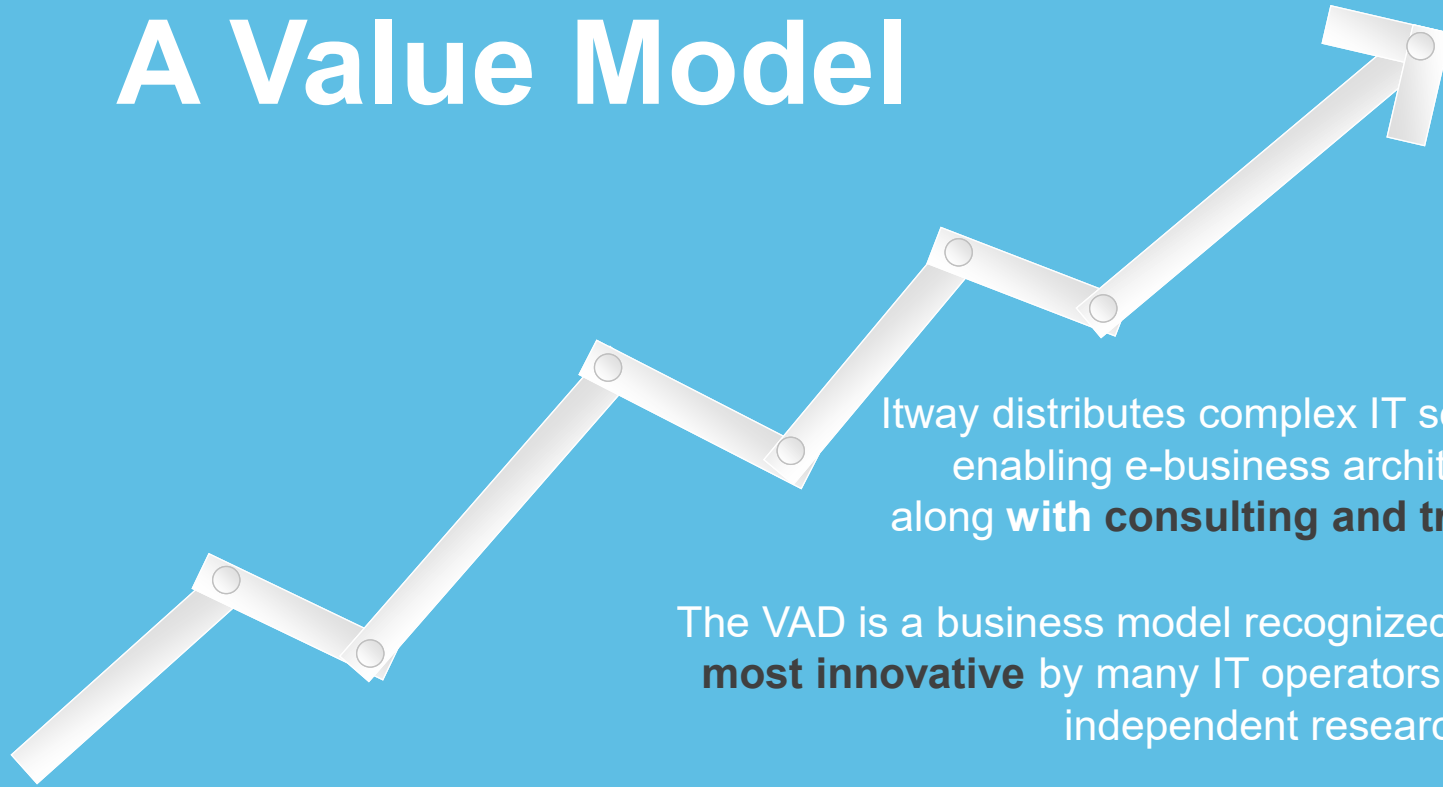
Value Added Proposition





Business Plan

A Value Model



Itway distributes complex IT solutions enabling e-business architectures along **with consulting and training.**

The VAD is a business model recognized as the **most innovative** by many IT operators and by independent research firms

Fundamental link between Vendors and VARs, SIs, and Telcos.

Dynamic structure able to focus on emerging, high-value market segments





Learn it. Live it. Pass it on.



A changing market requires continuing education, to hold the updated competence that is critical to business success overall.

Itway Academy specializes in training and is focused on the transfer of skills, through

- *Certification Courses*
- *Webinars*
- *Classrooms Hands on (OpenDays experience)*

held by selected professionals.



ITWAYAC@DEMY
m a s t e r y o u r k n o w l e d g e

Business Values



Mission

Our mission is to **create value** for businesses and satisfy our customers' needs through innovative solutions and services, as result of a recognized scouting capacity **of best-of-breed technology** at international level.

Vision

Understand IT business trends to manage the change.
Foresee the Internet boom and understand its importance in the IT business place before other players.
This is the competitive advantage that led ITWay VAD to its leadership, and that now allows us to offer to our **partners state-of-the-art e-business** technology.
We see IT as key **competitive advantage** in order to create social and economic wealth.



Strategy



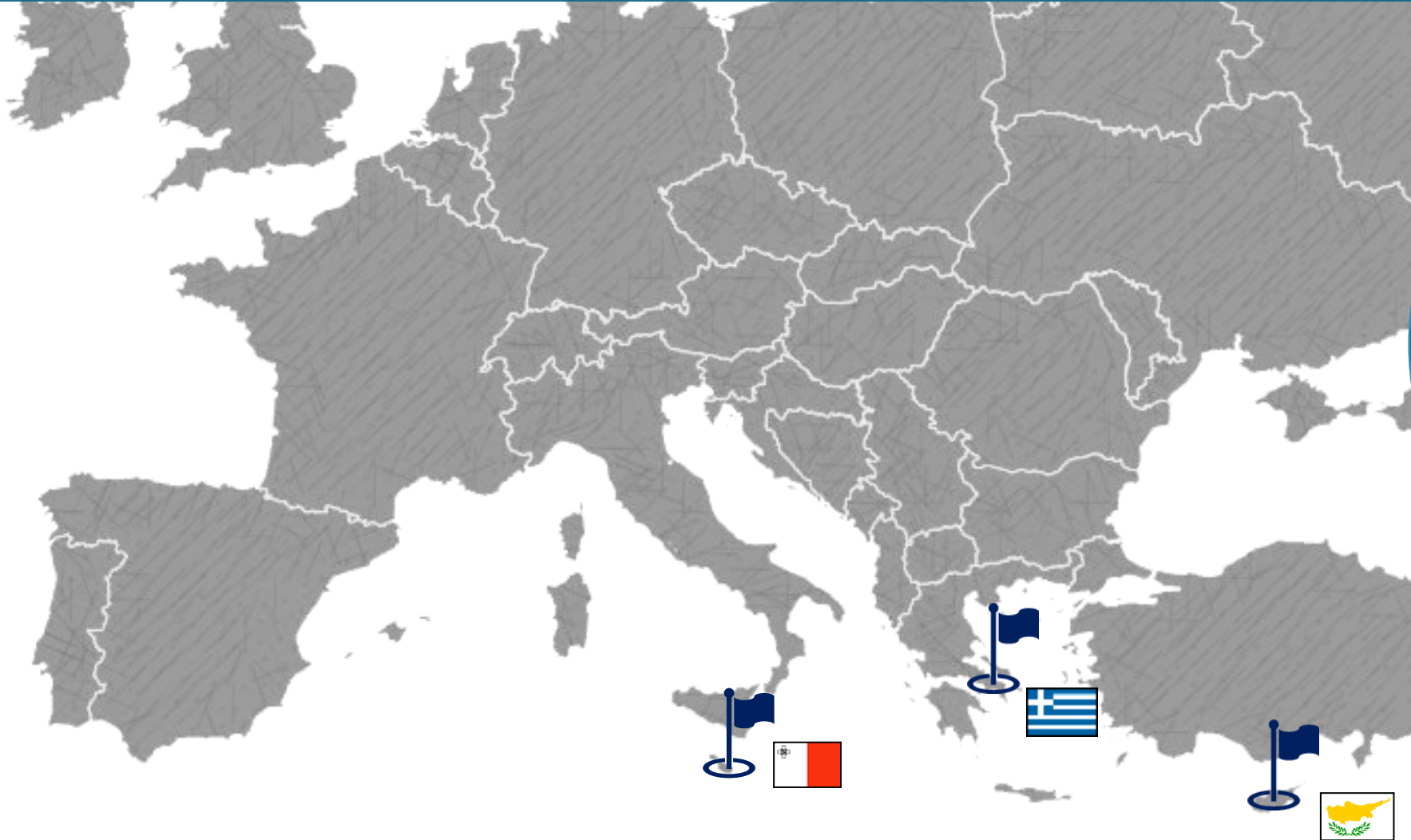
Organization Tree



- ⚙ *Sales & Marketing Manager*
- ⚙ *Brand Managers*
- ⚙ *Account Managers*
- ⚙ *Business Development Manager*
- ⚙ *Presales Engineers*
- ⚙ *Senior Consultant*
- ⚙ *Marketing Specialist*
- ⚙ *Brand Coordinator*
- ⚙ *Sales Specialists*
- ⚙ *Chief Financial Officer*

Covering Markets

Cyprus, Greece, Malta





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