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Arrow Electronics Appointed as Densify Distributor for EMEA

London, UK – 5 June 2018 - Global technology provider Arrow Electronics announced its appointment as EMEA distributor for [Densify](#), the developer of the industry's first machine-learning cloud optimisation service, Cloe.

Selecting the wrong cloud resources for their applications turns out to be expensive for organisations. Densify's software-as-a-service solution is tackling this problem by enabling applications to become self-optimising and to dynamically and automatically match their resource needs to optimal cloud supply. Densify is powered by [Cloe](#), a "Cloud-learning" Optimisation Engine, that not only continuously learns the applications' usage patterns and needs, but also has deep knowledge of the current technology resources available from leading cloud providers—as well as their pricing. This full knowledge and ongoing analytics allows Densify to perfectly match application demands with cloud supply, 24/7.

As a leading technology enablement company that brings innovative IT solutions to market to solve complex business challenges, Arrow adds Densify to its broad portfolio of best-of-breed solutions designed to help businesses grow faster, operate efficiently and transform in a dynamic market.

Commenting on the announcement, Alexis Brabant, vice president of sales for Arrow's enterprise computing solutions business unit in EMEA, said: "Through this collaboration, Densify recognises the power of Arrow's EMEA channel to leverage cloud adoption. We are happy to extend our relationship across markets in EMEA as Densify's offering will add great value to the market for a smart approach to cloud onboarding."

Committed to delivering continuous, application-aware cloud optimisation, Densify provides results in the first 48 hours of deployment, with Cloe recommending the best cloud technologies for any given application. The solution also offers multicloud support, whereby applications are provided the right resources even when simultaneously using multiple cloud vendors. Densify customers are enjoying increased automation and improved application health alongside intelligence to significantly increase levels of automation and improve management of their cloud spend.

Ayman Gabarin, SVP EMEA, Densify said: "Companies are increasingly buying into and making annual financial commitments to public cloud services that do not match their application requirements. They do this because it is not humanly possible to select the optimal array of cloud services for an application." He continued: "Densify is

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perfectly placed to offer Arrow's resellers a major differentiator in helping their customers adopt public cloud faster and at a lower cost as well as add incremental services revenue."

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About Arrow Electronics

Arrow Electronics (www.arrow.com) is a global provider of products, services and solutions to industrial and commercial users of electronic components and enterprise computing solutions. Arrow serves as a supply channel partner for more than 150,000 original equipment manufacturers, value-added resellers, contract manufacturers, and commercial customers through a global network. The company maintains over 300 sales facilities and 45 distribution and value-added centers, serving over 80 countries.

About Densify

Densify is the developer of Cloe, the industry's only "Cloud-learning" optimisation engine that gives applications the power to become self-optimising. Delivered as a service, its patented technology uses machine-learning to automatically learn the applications' usage patterns and perfectly match their demands with the right cloud supply products, 24/7. Densify customers drive 60-80% efficiency and automation with their cloud environments. To experience Densify free, please visit: www.densify.com/try.