

## Datamatic looks at digital with GCN Group.

**Signed the agreement that makes Datamatic part of the international network of distributors, GCN Group.**

Milano 12/07/2022. Datamatic joins GCN Group, the biggest distribution network present in 36 countries with consolidated sales volume of 3.6B USD, alongside 400+ vendors and a network of 79,000 resellers. Datamatic will be the exclusive distributor for GCN Group on the Italian territory.

As the largest B2B channel network, GCN Group leverages the insight, presence and local market knowledge of successful IT distributors around the world, with the mission to lead a digital transformation through the integration and collaboration of all members of the B2B channel.

“We are proud to join GCN Group, as we share the same vision of the future. Datamatic is ready to focus and speed up on Software and Services, empowering its portfolio of digital Vendors thanks to the global agreements and to the local investments that will take place in the next months. The digitalization of our business is the next goal, it will be much easier and more efficient together with GCN group, giving us a big technological advantage thanks to the innovative platform.”- Stefano Martini, CEO, Datamatic Spa.

Datamatic has been present on the Italian market since 1973 and keeps being a market leader with specialization and experience in the sector of the distribution of information technology and technology products.

“Our partnership with Datamatic puts GCN Group in a unique position to integrate and share business opportunities beneficial to the entire Group. Their drive for customer value demonstrates their commitment to the changes in the market, and we are confident together we can accelerate their digital transformation and strengthen their economic development. We are focused on expanding the reach and power of GCN Group, and partnering with Datamatic enables us to continue on our mission.” – Miquel Rey, CEO & Founder, GCN Group

GCN Group will work closely with Datamatic to deliver their digital transformation objective through the implementation of KATY Platform to digitize and automate the IT distribution channel. The platform, through its 5 tiers, interconnects all parties of the channel (Vendors, Distributors, Partners, End Customer and Employee).

Sales of digital software & services will be a new challenge for Datamatic to win!

Best Regards  
Stefano Martini - CEO

More information on:

[www.datamatic.it](http://www.datamatic.it) <https://globalchannelnetwork.com>