











MISALIGNMENT

ALIGNMENT



VISION & STRATEGY

ORGANIZATION/ CULTURE

> CUSTOMER (Vendors & Resellers) & PRODUCT MIX

SALE & GTM / MARKETIN

TECHNOLOGY

Access, reorganization, process optimization & invesments

ORGANIZATIONAL ALIGNMENT THROUGH OUR MORE STRATEGY

> VISION \ & STRATEGY

ORGANIZATION/ CULTURE

CUSTOMER (Vendors & Resellers) & PRODUCT MIX

SALE & GTM / MARKETING

TECHNOLOG

New sales department, new GTM, new technologies, data-driven & innovation-driven

ALSO AT A GLANCE

- ► ALSO is the leading European distributor within the ICT-industry
- ► 54 biggest DK company
- ► 8,9 Billion DKK in turnover in 2017
- ➤ 300 employees in Denmark 3500 in ALSO Group
- Product portfolio of 160 000 products& 350 vendors

















Transforming from 'Box Mover to an 'End-to-end solution provider' that makes leading technology accessible through a partner channel model





























