

NEC appoints addCIT as Executive Hospitality Partner for the Nordics

Hilversum, Stockholm 27 May 2015 – With the launch of its Global Executive Hospitality Partner Program, NEC is reinforcing the company's leadership in providing best in class IT & Communications solutions to the Hospitality sector and driving its accredited Business Partners towards further success. Today NEC announced that addCIT has been accredited NEC Executive Hospitality Partner for the Nordics.

Denhard Jongman, Key Account Director NEC Smart Hospitality, explains: "As subset of our NEC Smart Hospitality drive, this program aims at mutual growth and profitability in the important hospitality sector. Through this program we recognize and support business partners that invest in and promote the value of our integrated solutions, enabling them to go-to-market more successfully and help create new, profitable opportunities".

Executive Hospitality Partnership

The program addresses and supports the 4 main aspects of **Learn, Support, Promote** and **Sell**, including marketing support in raising awareness, developing leads, training staff and supporting customer implementations. The first partners which had the honor to become Executive Hospitality Partner within NEC's Smart Hospitality Framework were Advance in Russia, Teksam in Turkey, MER ICT in the Netherlands and Al Yousuf in the UAE. Now addCIT in Sweden is added to that list.

Supplier of choice to the Hospitality industry

Across all geographic regions NEC is one of the key suppliers of choice to the Hospitality industry. By merging leading IT and Communication technologies, NEC deploys solutions with the functionality, scalability and affordability to meet the demanding needs of hotels, event centers, cruise lines and travel organizations.

"The market potential within the hospitality industry in the Nordics is huge and constantly growing, so we are very happy with the reinforced partnership with NEC in this sector. This strengthens our position even further and together with NEC we will make sure addCIT is part of this growth" said Martin Gyllix, VP Sales at addCIT.

About addCIT

addCIT is a Swedish IT company with a history of 30 years in providing communication solutions to its customers. With headquarters located in Stockholm and a branch office in Gothenburg, addCIT works closely with carefully selected partners to provide high-quality solutions throughout the Nordics region.

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About NEC Enterprise Solutions:

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NEC Enterprise Solutions serves its customers across EMEA (Europe, Middle East & Africa) through a network of direct sales organizations, business partners and value-added resellers. For more information, please visit: <http://www.nec-enterprise.com>.

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