

## Pinnacle Africa to distribute Seagate drives

Pinnacle Africa will immediately begin distributing Seagate internal hard drives, reflecting its growth in the component distribution market. Its understanding of the market will prove instrumental in capitalising on these opportunities to increase both Seagate's local market share and Pinnacle Africa's growth within the local personal and entry-level storage (PELS) market.



This is a very exciting time in the storage industry with rapidly evolving opportunities in many markets including solid-state storage, cloud computing and mobile computing. The PELS market grew by 10.7% year on year with 16.8 million units shipped in 2Q13, according to the International Data Corporation's Worldwide Personal and Entry Level Storage Tracker.

Tyrone Grüner, South Africa territory sales manager, Seagate, says, "This is an exciting time in the storage industry with Exabyte growth at almost 40% per year and rapidly evolving opportunities in many markets including mobile, cloud, NAS and surveillance. Pinnacle's understanding of the local market and its widespread portfolio of complementary brands and products will be instrumental in capitalising on these opportunities to grow both our businesses in the region."

Tim Humphreys-Davies, MD of Pinnacle Africa says that the company are delighted to be launching the new partnership. "This is a very valuable vendor acquisition for the company, which strengthens its component offering considerably and we look forward to a longstanding strategic partnership."

Founded in 1979, Seagate is a worldwide leader in hard disk drives and storage solutions, helping people store, share and protect their valuable digital content. It offers the industry's broadest portfolio of hard disk drives, solid-state drives and solid state hybrid drives.

Pinnacle Africa's resellers will now have access to a wider range of ICT products, an increased stock holding as well as access to customer incentives available through Seagate partner programmes.

For more information, go to [www.pinnacle.co.za](http://www.pinnacle.co.za).