

Distributors in Europe - The Top 750

European HQ

ELKO Grupa AS

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Total Sales

Year End	\$USm	Local Currency x 1m	% Sales by Country	
2009 Dec			Russia, Ukraine	78
2008 Dec	1058.7		Baltic Countries (Latvia, Lithuania, Estonia)	8
2007 Dec	1021.3		Croatia, Slovenia, Romania, Slovakia	14
2006 Dec	735.6			

Other Countries

Staff Breakdown

Staff Breakdown		Sales Matrix	Own Product	Other Vendors Product
Total Staff	630	% Sold Direct		
Staff in Distribution	340	% Sold Indirect		100
		% Hardware Sales	98.8	
		% Software Sales	1.2	

Distributed Sales by Product Areas

Hardware	% Sales	Main Vendors
PCs	2.6	Acer, Fujitsu Siemens, Sony
Non Windows PCs	0.2	Apple
Notebooks	31.7	Acer, Apple, ASUSTech, Fujitsu Siemens, MSI, Samsung, Sony, Toshiba
Handheld Devices (PDAs/Tablets/Mobile phones)	0.01	Acer
Low-End Servers	3.3	Acer, Fujitsu Siemens, Intel, Supermicro
Mid-Range & High-End Servers		
Enterprise Storage	2.5	Fujitsu, Seagate, Sony, LSI, Hitachi, Western Digital
Other Data Storage	4.1	A-Data, Apacer, ePerformance, Kingston, Lite-On, LGE, Samsung, Sony-Optiarc, Seagate, Teac, Western Digital
Network	0.4	AXIS, Air Live, Allied Telesyn, D-Link, Edimax, Gigabyte, Intel, Sweex
Telecoms		
Monitors	6.2	Acer, AOC, BenQ, LGE, Neovo, Samsung
Printers	0.4	Epson, Lexmark, Oki, Samsung
Scanners	0.01	Epson, Genius, Samsung

Digital Cameras	0.8	Nikon, Sony, Olympus
Memory	0.3	A-Data, Apacer, Kingston, Hynix
Motherboards	5.2	Intel, MSI, Gigabyte
CPU	18.2	Intel, AMD
Disk Drives (HN/CD/FD/DVD)	14.3	Hitachi, Samsung, Seagate, Western Digital
Multimedia Cards (add on/add in)	2.8	Gigabyte, HIS, Intel, MSI, Palit, Sapphire, XFX, Zotac
UPS	0.1	APC, iDowell
Consumables	0.3	Epson, Lexmark, Oki, Samsung
PC Accessories	1.1	Genius, Creative, Logitech, Sony, TRUST, Sweex, SteelSeries
Games Consoles & Accessories		
Other Hardware	5.48	Compucase, Sweex, JNS, Xilence (Cases, Coolers, Power Supplies), TomTom (GPS), Apple, Apacer, Creative, Sony, Teac (MP3), JVC, Nikon (Camcorders), AOC, Samsung (LCD TV)

Software**Main Vendors****Games/Education****Console Games****Unix****Linux****CAD/CAM****ERP/CRM/SCM****Accountancy****Office**

Microsoft

Internet

Microsoft, Kaspersky, McAfee

Network

Netavis

Security and VPN**Development Tools****Enterprise Database****Storage****Other Software****Ownership**

ELKO Grupa A/S is a Joint Stock Company, which is owned by 2 private investment firms Amber Trust II and East Capital Baltic, four undisclosed private shareholders and one undisclosed company.

Overview

Founded in 1993, ELKO Grupa A/S (ELKO Group) is a multinational IT products and consumer electronics distributor. It claims to be one of the leading IT product distributors operating in the CIS, CEE and Baltic regions. The company is mainly focused on IT product distribution, supplying desktops, notebooks and components, monitors, peripherals, consumer and multimedia products, and solution products. The company cooperates with more than 6300 customers: resellers, systems integrators, OEMs and retailers, and has agreements with more than 80 vendors. Headquartered in Riga, Latvia, ELKO Group operates in 9 countries and has offices in 14 cities: in Estonia, Latvia, Lithuania (comprising the Baltic region), Russia, Ukraine (CIS), Croatia, Romania, Slovakia, and Slovenia (CEE). The company claims to be focused on the fast growing markets and is the largest Intel distributor in Russia, Latvia, Estonia and Slovakia, and among the top 3 in the EMEA region. It is also among the top 5 Hitachi, Seagate and Western Digital distributors in EMEA. ELKO Group also claims to be the leading distributor of ACER, ASUS and Sony notebooks in Russia and the largest Samsung distributor in the Baltics. ELKO Group continuously enhances its product portfolio. In early 2009 it became the official distributor of AMD processors in the Baltic States, Slovakia, Ukraine and Russia and sole authorized distributor of the NVidia 'TESLA' product group in all countries represented by ELKO Group. The company offers a range of more than 9,000 different products sourced from global vendors such as Acer, AsusTech, Intel, Microsoft, Seagate, Samsung, Sony, TomTom and Western Digital. Between 2006-2008 the business was reorganised, with ELKO Group headquarters taking over the business operations (including finance, logistics, product management and RMA) of its Latvian (ELKO Latvija), Estonian (ELKO Eesti) and Lithuanian (ELKO Kaunas) subsidiaries. The aim is to optimise the company's business operations within the Baltic area. In 2009 the company intends to focus on its already established markets, as well as to continue the implementation of business process optimisation strategy.