

## Logicalis International divisional review



**Bob Bailkoski**  
Chief Executive Officer

**Craig Baxter**  
Finance Director

Logicalis International harnesses its collective technology expertise to help its clients build a blueprint for success, so they can deliver sustainable outcomes that matter. Its lifecycle services across cloud, connectivity, collaboration and security are designed to help optimise operations, reduce risk and empower employees.

### Highlights

**Steady growth** in order intake

**Every region** reporting to the GDP

**Robust** operating cash conversion

**Strong growth** in cloud-based revenues

Maintained a **consistently high net promoter score**

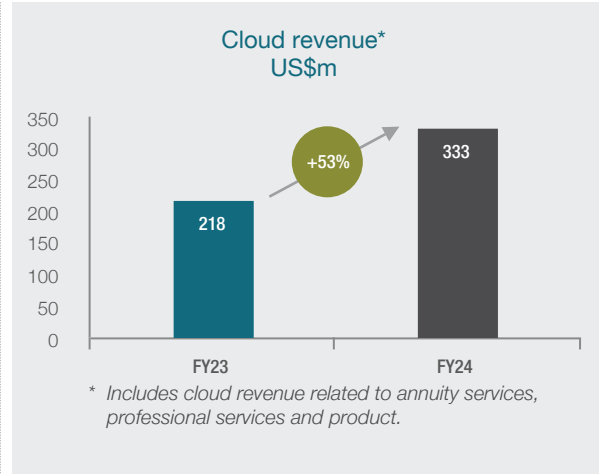
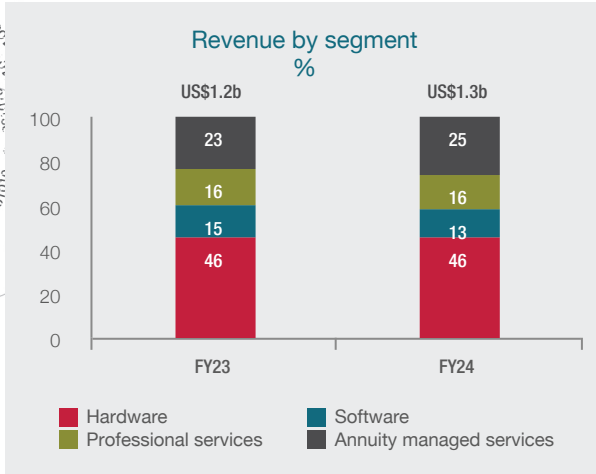
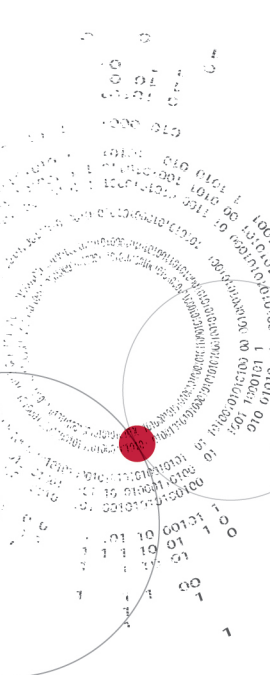
Committed to **target of carbon neutral scope 1 and 2 by 2025**

Working with EcoVadis to provide a holistic understanding of **ESG performance and improvement areas**

**Increased demand** for networking, cyber security, and cloud infrastructure and services

**Launch of Digital Fabric Platform to support Managed Services customers** with five metrics including reliability, security and compliance, economics, user experience and environment.

Five of global operations achieved a **switch to renewable energy**



Over **4 300** employees  
**25%** female

In **16** countries worldwide

**Corporate overview Purpose**

- Global technology services provider** and solutions partner 
- Customers span multiple industries** and geographical regions 
- Operates in vertical markets** including financial services, telecommunications, education, healthcare, retail, government, manufacturing, and professional services 
- Customer advocate** with some of the world's leading technology companies including Cisco, HPE, IBM, Microsoft, NetApp, Oracle, Palo Alto, and VMware 

Logicalis International harnesses its collective technology expertise to help its clients build a blueprint for success, so they can deliver sustainable outcomes that matter. Logicalis International believes that true Responsible Business is an opportunity to create truly meaningful sustainable impact, which is at the heart of Logicalis International's agenda.

## How Logicalis International creates value

Logicalis International's go-to-market strategy is based on delivering the desired business outcomes of its customers. This is achieved through the implementation and delivery of a variety of technology solutions and services. Logicalis International works with stakeholders to align technology investments with business strategy, driving critical business objectives through the adoption and application of technology for competitive advantage.

Customers' business outcomes often revolve around the following areas:

- Empowering employees
- Optimising operations
- Transforming business and operating models

Logicalis International's solutions have been specifically designed to achieve these outcomes. These include technologies such as cloud, security, digital workspace, and connectivity.

A key element of Logicalis International's value proposition is its extensive service portfolio. Services include product integration and associated professional services, lifecycle and managed services and cloud solutions, with a focus on embedding security across all technology offerings. Logicalis International delivers consistent, digital global services using shared, best practice platforms.

Logicalis International maintains an environment of honesty, transparency, fairness and high moral standards which encourages initiative and provides opportunities for its people. Change and creativity are embraced to deliver the best practical outcomes. It strives to exceed expectations and be the best while maintaining the highest level of quality. It relies on the strong relationships and alliances that it has built to achieve success in the long term.

Logicalis International's goal is to be a strategic partner to businesses, enabling them to operate more effectively, and supporting them as they contribute to the strategic development of their organisation.

## Impacts of Logicalis International's external environment on its ability to create value

Numerous factors, such as global economic and political conditions, lower growth in the markets served, increased competition, risks related to new technologies such as AI, reliance on a limited number of strategic vendors and the scarcity of skills and available talent to meet market needs, could all impact Logicalis International's ability to create value.

## Opportunities

Clients are looking to implement emerging technologies such as AI and P5G into their IT ecosystem, taking advantage of cost and productivity efficiencies.

Increased complexity in emerging technologies brings with it a cyber threat landscape that continues to expand and evolve, becoming increasingly sophisticated. Clients are struggling to keep up with the requirements to detect new threats, and to understand exactly what they need to protect their business.

Logicalis International is ideally suited to supporting these challenges, especially because of the prevalent skills gap and talent shortage in emerging technologies such as AI and P5g.

As AI and P5g bring the promise of the fourth industrial revolution to reality, Logicalis continues to operate at the leading edge of change. To maintain this, Logicalis International is investing in assets, platforms, and solutions, building on current capabilities by providing managed lifecycle services across cloud, connectivity, collaboration and security. These solutions are designed to help customers; optimise operations, reduce risk, empower employees and deliver sustainable IT.

Sustainability is continuing to grow in importance each year, whether through regulatory compliance or shareholder pressure, most organisations are starting their journey and Logicalis is taking a leadership position in market to guide customers on their journey to sustainable IT.

To help its clients, Logicalis International has developed a range of initiatives from C-level content and webinars, Sustainable transformation programs (including energy and carbon reduction insights, takeback of old hardware, plus the use of refreshed and reused equipment. We continue to develop the Logicalis digital fabric platform to power our digital managed services, which provides customers with insight into their digital footprint and the carbon emissions associated with the services Logicalis International provides to them.

## Markets

While global trading uncertainties continue, Logicalis International is confident in its ability to continue to respond to market needs, particularly with the advent of AI, the ever-complex Cyber security, and opportunities presented by next generation connectivity powered by Private 5g. We believe we are well placed and specialised in areas our customers will be investing in over the 18-24 months ahead.

## Outlook

Logicalis International continues to develop its capabilities within cloud, connectivity, security, software, and data management in support of its strategy to provide full lifecycle solutions around IT infrastructure to its customers. In the coming year, we will focus on several key sectors including Mining, where we have a unique proposition to meet customer requirements.

Logicalis International remains confident about the long-term prospects for the industry and its positioning within it. Over the short term, macroeconomic conditions are expected to remain uncertain.

## Awards and recognition

Logicalis International has a long-standing relationship with Cisco and has maintained Global Gold status for the past seven years, Cisco's highest partner category badge. Logicalis International also obtained Cisco-powered validation for:

- Cisco SD-WAN
- Meraki SD-WAN
- SASE
- Secure Access
- Meraki Security
- Cloud Managed Security
- Infrastructure as a Service
- Managed Business Communications
- Managed Security
- Managed Unified Contact Centre
- Meraki Access

Beyond its core Cisco capabilities, Logicalis International has built a reputation within Cisco for its innovation, focusing on emerging technologies such as private 5G networks, where it is one of only two global launch partners. Logicalis International also became the first partner globally to achieve Cisco's Sustainable Campus Access Add-On specialisation, reflecting the business' unwavering commitment to sustainability. It was also proudly named Sustainability Partner of the Year at Cisco Partner Summit 2023. Cisco's Partner Summit Global Awards recognise top-performing partners demonstrating innovation in delivering solutions that help customers succeed in new ways.

Logicalis International was also recognised for the second consecutive year as the winner of the Cisco Global Enterprise Networking and Meraki Partner of the Year Award, recognising its continued growth with Cisco and its investment in managed services, "aaS" solutions and buying models for customers.

Logicalis International is also proud to be part of Cisco's global initiative to responsibly repurpose and recycle end-of-use products. It currently holds the Cisco environmental sustainability specialisation in all 15 available countries.

Logicalis International has a fast-growing relationship with Microsoft and has established global capabilities and expertise in Microsoft's cloud infrastructure (Azure), and Microsoft's modern workplace (Office 365).

Logicalis International has five out of the six Microsoft Solution Partner designations, namely:

- Infrastructure (Azure)
- Data and AI (Azure)
- Digital and App Innovation (Azure)
- Modern Work
- Security

Logicalis International also holds 11 advanced Microsoft specialisations and has the elite specialist status in security. It is a member of the Microsoft Intelligent Security Association ("MISA") where and verified to MXDR status. MISA is an ecosystem of independent software vendors and managed security service providers that have integrated their security solutions to better defend themselves in a world of growing threats. MISA members are experts from across the cyber security industry with the common goal of improving customer security. Each new member brings valuable experience, which makes the partnership more effective as it expands.

Logicalis also achieved Microsoft verified MXDR Partner Status in 2024. By achieving this status, Logicalis has proven their robust MXDR services including a Security Operation Centre ("SOC") with 24/7/365 proactive hunting, monitoring, and response capabilities all built on tight integrations with the Microsoft Security platform. This solution combines expert-trained technology with human-led services and has been verified by Microsoft engineers.

In addition, Logicalis International was recognised with a number of partner awards. Those highlighting its strategic focus include the following awards:

### Global

- Cisco 2023 Global Enterprise Networking and Meraki Partner of the Year
- Cisco 2023 Sustainability Partner of the Year

### North America

- CRN MSP 500 2023
- CRN Solution Provider 500 2023
- CRN Tech Elite 250 2023
- CRN Women of the Channel Recognition 2023: Jessica Soqui, Andrea Marin, Pam Wulgalter and Nickie Peters
- Channel Futures DE&I 101 Recognition 2023: Charissa Jaganath
- Cisco Americas Managed Services Partner of the Year 2023

### Asia-Pacific

- Microsoft Partner of the Year 2023: Rising Star Award – Hong Kong
- ARN Women in ICT Awards 2023 - Rising Star: Devi Anggraini – Australia
- ANZ Red Hat Advanced Partner of the Year 2023 – Australia
- ANZ Red Hat Commercial Partner of the Year 2023 – Australia
- Fortinet Australia Fabric Partner of the Year 2023 – Australia
- Microsoft Security Partner of the Year 2023 – Singapore
- Microsoft Customer Success Partner of the Year 2023 – Singapore
- Cisco Gold Partner 2023 Excellence Award – Singapore
- Cisco Top CX Partner 2023 – Singapore
- Cisco Capital Transformational Partner – Singapore, 2023
- Top Small Business Partner – Singapore, 2023, Cisco
- Cisco Capital APJC Partner of the Year 2023 – Singapore
- Cisco Commercial Market - Best Partner Award 2023 – Taiwan
- VMware Transformation Partner of the Year 2023 – Singapore
- CheckPoint Quantum Partner Award 2023 – APAC
- ASEAN Partner of the Year, Partner Summit at Zenith Live Singapore, Zscaler
- Million Dollar Club 2023 Award, Fortinet Lunar New Year Appreciation Dinner – Singapore

### EMEA

- European MSP Innovation Awards 2023 - Next Generation MSP Innovation Award for the Logicalis Managed Digital Fabric Platform – Europe
- Cisco 2023 Services Partner of the Year – Germany
- Cisco 2023 IoT/Industry Partner of the Year – Germany
- Cisco 2023 Marketing Partner of the Year – Germany
- Hitachi Partner of the Year – Germany
- Infidat The Ultimate Contributor 2023 – Germany
- NetApp EMEA GROWTH Partner of The Year 2023 – Germany
- Oracle SMB DACH Partner Recognition Award 2023 – Germany
- Microsoft Partner of the Year Finalist 2023: Driving New Business and Security – Ireland
- Cisco 2023 EMEA South Enterprise Networking & Meraki Partner of the Year - Portugal
- Cisco 2023 EMEA Enterprise Networking & Meraki Partner of the Year – Portugal
- Panduit Gold Partner Award Iberia 2024 – Portugal
- Dell Best Cybersecurity Partner 2023 Channel Vision 2023 – Portugal
- Huawei Nova Partner of the Year 2023 – South Africa
- Cisco Partner of the Year 2023 in the category Enterprise networks and Meraki - Spain
- Microsoft Partner of the Year Finalist 2023: Azure Migration – Spain
- IBM Partner of the Year 2023 in Data & AI – Spain
- Advanced Certification AWS 2023 – Spain
- Price "Los+Ecoistas" by Grupo Piñero in FITUR – Spain
- HPCwire awards 2023 - Readers' and Editors' Choice Award for "Top HPC-Enabled Scientific Achievement" – UKI
- NetApp UK&I Partner Award 2023 for FlexPod Partner of the Year – UKI
- UK Storage Awards 2023 – "Contribution to Industry" award and named "Corporate Reseller of the Year" – UKI
- UK Network Computing Awards 2023 – "UK Network Project of the Year" in collaboration with Birmingham City University. Runner up for "Reseller of the Year" – UKI