

Value Added Distributor Achab Expands into the UK

- *Ambitious growth plan to become the trusted partner of choice for MSPs serving SME customers*
- *Achab is recruiting vendor and MSP partners and building a sales and support team in its new Reading office*
- *The company launches two new dedicated solutions for MSPs in the UK market – Cameyo and Cyberfish*

Reading, UK: 26 January 2021 – Achab, the well-established Italian software distributor specialising in delivering value-added services for Managed Service Providers (MSPs), today announced its expansion in the UK. Building on its winning growth strategy in Italy, Achab is bringing its unique distribution model to the UK with the opening of its Reading office – with a view to becoming the technology partner of choice for MSPs that serve the small and medium-sized enterprise (SME) market.

Achab’s mission is twofold: to identify and distribute outstanding software solutions that help MSPs thrive and grow; and to support MSPs in building the right knowledge and expertise to address the changing needs of their end customers. Working closely with MSPs in a unique partnership model, Achab goes beyond selling software by providing expert guidance, dedicated training and on-going sales and technical support, helping its MSP clients deliver first-class IT services.

As part of its international expansion, [Achab Ltd.](#) is actively growing its list of vendor partners, and is introducing two new solutions to the UK, Cameyo and Cyberfish.

[Cyberfish](#), an anti-phishing solution, detects and blocks phishing emails from unknown sources in real time. Designed for MSPs and SMEs, it operates completely automatically. Using patented technologies based on artificial intelligence and computer vision, and by simulating user behaviour, it provides up to ten times better detection compared to traditional anti-phishing systems.

[Cameyo](#), a cloud-native digital workspace solution, enables the secure delivery of Windows and internal web applications to any device from the browser – without the need for VPNs. It lets MSPs give their customers fast and easy ‘anywhere’ access to business-critical apps, and greatly simplifies remote working.

“Due to the global pandemic, organisations are facing a myriad of challenges related to remote working, cybersecurity, and the cloud at a time when they are also struggling to embrace innovations such as artificial intelligence, machine learning, and predictive data analytics,” explains Andrea Veca, CEO, Achab S.p.A. and Achab Ltd. “More and more businesses are therefore relying on MSPs who can create flexible IT infrastructures that are safe, efficient and cost-effective. We’re here to support those MSPs with proven processes, long-standing experience, and handpicked technologies from the best companies worldwide – so our partners can boost innovation and capture new opportunities.”

Achab’s UK business is headed up by Managing Director Philip Sansom. He brings over 16 years of experience in the MSP market, having worked in key sales and management roles for Datto, Kaseya and IT Glue. He is joined by MSP industry expert Simon Bell, who was previously Head of Technology at IT service provider Complete IT Ltd. With their deep understanding of the IT channel, they will drive Achab’s aggressive growth strategy in the UK by recruiting a team of sales and technical support professionals, expanding the vendor partner base, and developing strong relationships with existing and new MSP partners in the UK.

Philip Sansom, Managing Director, Achab Ltd., says, “The UK market needs an organisation like Achab, and I am incredibly excited to be the person who will build Achab’s business in the UK. I have worked with Achab



since 2006 and know what special partnerships they have with MSPs throughout Italy – scouring the markets for products that truly make their partners’ lives easier, allowing MSPs to not only implement the best solutions, but also to stay one step ahead of changing client needs. Achab really gives its MSP partners the edge over the competition. Now we’re looking forward to doing precisely the same here.”

New solutions for the UK market

As one of Achab’s first vendor partners in the UK, Amit Israel, Co-Founder and Vice President of Sales & Business Development, Cyberfish, comments on the partnership: “We're excited to be partnering with Achab to launch Cyberfish into the UK MSP market. As a channel only vendor, our solutions are built for managed service providers, supporting them in offering their clients the best protection against phishing attacks, and our partnership will only increase that support. Our team has been impressed with Achab’s distribution success in Italy, and we’re looking forward to the same mutual success here in the UK.”

Robb Henshaw, CMO of Cameyo, adds: “As the world makes the permanent shift to remote and hybrid work, organisations of all sizes need a long-term solution for enabling employees to securely access all of the applications they need to remain productive from anywhere. Achab has been a strategic Cameyo partner in Italy and has proven deep commitment to enabling its partners’ and customers’ success, which is why Cameyo is proud to be expanding our partnership with Achab to help serve organisations throughout the UK as well.”

Achab Ltd. is also planning to bring a number of cutting-edge solutions developed by Italian vendors to UK MSPs, creating a "fast lane" for new vendors to enter the UK.

About Achab

Achab (named after the Captain in Herman Melville’s novel Moby Dick) was founded in Italy in 1994 as a software house and since 2006, has specialised in the distribution of value-added software solutions to managed service providers and value-added resellers. The company has become a single point of reference for the entire IT infrastructure of small and medium-sized enterprises, offering a selected range of best-of-breed solutions that allows customers to efficiently meet their business objectives. In the Italian market, Achab collaborates with a network of over 1800 qualified resellers, helping them respond to the needs of the end users, from pre-sales consultancy to delivery of turnkey solutions to training and maintenance. Achab is dedicated to the growth, innovation and success of its partners. For more information, visit www.achab.it and www.achab.co.uk.