



## Press release

### 25 years of Kappa Data

De Pinte, March 9, 2023

For a person, this is just the start, a car immediately becomes an old-timer but for **Kappa Data, 25 years** means "getting up to speed".

A company's strength lies in being flexible throughout its quest without renouncing its values. Read how Kappa Data has germinated from a seed to an established value for many ICT partners.

#### **The 3 core principles of the Kappa Data Group**

From its early years, Kappa Data has placed a major focus on selling **networking connectivity** and **network security solutions** from a limited number of vendors. Today, you can extend this to OT and IoT security.

Equally important is **reseller loyalty**: for 25 years, Kappa Data has only served resellers through a strict channel-driven model.

Finally, there is the **added value** that the company holds in high regard, where it always tries to find added value for customers and suppliers. There has been an evolution in this added value: whereas in the early years it was purely technical, today Kappa Data offers resellers a total package with support through lead generation, marketing, business development, logistical processes and, of course, the technical added value such as support, training and presales support.

#### **The target audience and the development of Kappa Data**

The organisation's target audience has also evolved. **Founded in Ghent**, originally with a focus on the local market and mainly small resellers, the company today operates in 5 countries, offering both Enterprise and mid-market resellers.

#### ***Kappa Data bvba:***

**Belgium HQ:** Grote Steenweg 18, 9840 De Pinte, +32 9 243 42 10, [info@kappadata.be](mailto:info@kappadata.be)

**The Netherlands:** Atoomweg 63, 3542 AA Utrecht, +31 88 52 772 00, [info@kappadata.nl](mailto:info@kappadata.nl)

**Poland:** Wczasowa 50A, PL 39-460 Nowa Dęba, +48 15 819 32 01, [info@kappadata.pl](mailto:info@kappadata.pl)

**France – Exer:** 35 Rue Winston Churchill, 59160 Lomme, +33 3 61 26 06 00, [info@exer.fr](mailto:info@exer.fr)

In its development, Kappa Data always looks for **solid long-term relationships**. This is confirmed when you look at the company's suppliers and customers. Of the limited set of suppliers, the majority have been going for more than 10 years. In addition, the company still has customers who bought products from the company even in its early years.

Katrien, Bart, Melanie, Didier, Francies, Quincy, Annemie, Tom, Nick: all employees who have been active in the organisation for 10 or 20 years.

In addition to the long-term relationship, the **personal approach** to employees, customers and suppliers is also central: another area in which Kappa Data excels.

### **The growth of the Kappa Data Group**

The growth the company has experienced over the years has been supported by the strengthening of the management team. Until 2011, management was mainly in the hands of Patrick Casteels as managing director, supported by Koert Martens as technical director. In 2011, the management team was joined by Chris Willems, immediately also marking the start of Kappa Data's international ambitions with the launch of Kappa Data Netherlands in 2013 and that of Kappa Data Poland in 2015.

Important milestones also came in 2019 with the partnership with **private equity player Investlink** and the **acquisition of French company Exer** in 2021 which saw the management team expanded again with Michel Grunspan, the CEO of acquired Exer.

The result of all this is a **dynamic, financially strong group** with a turnover of almost 100 million euros and 85 employees.

### **The ambition of the Kappa Data Group**

With this, the group's ambition has not yet subsided. Based on its strong foundations, the group wants to continue growing in Europe in the coming years, obviously with the same key values that have made **the company strong for 25 years**.

### **How is Kappa Data trying to do its bit further within society**

In this growth, the organisation is naturally taking into account a number of new objectives. For example, Kappa Data is very committed to **green thinking** and wants to be **CO2 neutral** as soon as possible. The company resolutely opts for green energy generated by its own solar panels and opts for green mobility. The Go Green philosophy is also taken into account as much as possible in the choice of suppliers. Many of our suppliers have committed to being Carbon Neutral by 2023.

*Kappa Data looks back on 25 years of company history with pride and looks forward to the future with great confidence.*

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