



Gandalf Distribution becomes an authorised distributor for Synology in the Nordic region

Gandalf partners with Synology to bring data management solutions to their customers

Stockholm, Sweden – 14 August 2024 – Gandalf is delighted to announce a new partnership with Synology, a leading NAS provider, to bring advanced data management solutions to the Nordic region. This partnership marks a significant milestone in Gandalf's expansion efforts, promising to enhance the availability and reach of Synology's innovative data management solutions across Denmark, Sweden, Norway, Finland, and Iceland.

Utilising the latest technologies, Synology delivers award-winning NAS, IP surveillance, and networking products. These solutions empower users to centralise data storage and backup, share files on the go, implement professional surveillance systems, and manage network infrastructure efficiently and affordably. Synology's offerings are recognized for their ability to meet the ever-evolving needs of the modern business landscape, ensuring data management is streamlined and effective.

Strengthening presence in the Nordic market

Synology's decision to partner with Gandalf Distribution aligns with its strategy to strengthen its presence in international markets. By leveraging Gandalf Distribution's well-established distribution channels and local market knowledge, Synology aims to provide enhanced technical support and improved delivery of its products to customers in the Nordic countries.

*"Partnering with Gandalf Distribution is a significant step for Synology as we continue to expand our footprint in the Nordic region," said **Jeremie Francois, Sales Director at Synology**. "We are confident that Gandalf Distribution's expertise and commitment to customer satisfaction will greatly benefit our customers and help us achieve our goal of providing the best data storage solution available in the region".*

Enhancing customer experience

Through this partnership, Gandalf Distribution will distribute Synology's complete portfolio of products.

- DiskStation Tower Servers
- RackStation Rackmount Servers
- All-Flash Arrays Rackmount Servers
- High-Density Rackmount Servers
- Surveillance NVRs and IP Cameras
- Network Wi-Fi Routers

*"We are thrilled to partner with Synology and bring their industry-leading products to our customers in the Nordic region," said **Marcus Tillberg, Nordic Product Manager, Gandalf Distribution**. "Our team is dedicated to providing the best solutions and support, and we believe this partnership will offer significant value to the resellers, integrators and consumers in the Nordic region."*

This collaboration will ensure that customers across the Nordic region benefit from improved availability of Synology products, quicker delivery times through Gandalf Distribution's efficient logistics, and enhanced local support with superior technical assistance and faster issue resolution.

About Synology

Trusted by some of the best and brightest minds in the IT industry with more than thirteen million installations, Synology is committed to transforming the way businesses manage their data – elegantly simple, secure, and reliable. We proudly boast a wide array of solutions backed by cutting-edge innovation and field-proven reliability with a solid track record in meeting the ever-increasing expectations and demands.

- www.synology.com
- [LinkedIn](#)

About Gandalf Distribution AB

Gandalf Distribution was founded 1984 in Malmö Sweden, and is since 2017 a part of ELKO Group which has a presence in 13 European countries. Gandalf Distribution imports, markets, and sells consumer electronics, IT-related hardware, and software to resellers across the Nordic region.

- www.gandalf.se
- [LinkedIn](#)

About ELKO Group

The ELKO Group is one of the region's largest distributors of IT and consumer electronics products and solutions. The ELKO Group represents 350 IT manufacturers and provides a wide range of products and services to more than 10 000 retailers, local computer manufacturers, system integrators and enterprises within various sectors in 13 countries in Europe and Central Asia.

- www.elkogroup.com
- [LinkedIn](#)