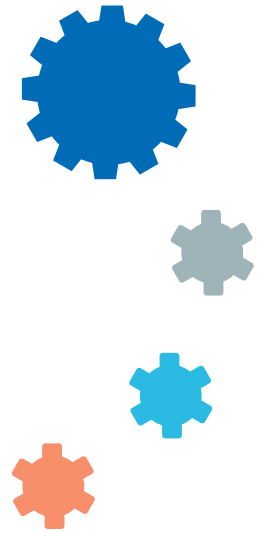


**annuity**  
management

*Experts increasing service revenues.*



**Tesedi and Support Warehouse join forces**

## **STRONG PARTNER FOR YOUR RENEWAL MANAGEMENT**

*Annuity Management AG (AMAG) has announced the successful acquisition of the contract rescue and renewal management specialist Support Warehouse.*

Together with its subsidiary Tesedi, the Annuity Management Group can now offer its customers a fully-integrated, end-to-end service for the management, renewal and recovery of service and maintenance contracts. Together, the two companies serve around 10,000 customers in 15 countries with their renewal management services.

*"Over the past 17 years, Chris and Adie have built a phenomenal company and I am honored to be trusted with their life's work" says Chris Hoyle designated future Managing Director of Support Warehouse. "I am delighted" says Matthias Knauer, CEO and Founder of Annuity Management AG, "by combining the strengths, the expertise and the geographic reach of Tesedi and Support Warehouse, we are now able to offer HPE an end-to-end service across all of its areas of renewal management in 15 countries."*

*"I am very pleased to have found the ideal partner to take the business on to the next level" says Chris Brooks, founder and CEO of the Cornbrook Group, the parent company of Support Warehouse. "The two companies are a perfect match when it comes to managing HPE Pointnext services." The extensive range of services offered by the AMAG Group includes both a dedicated OEM direct renewal service and dedicated support service for all channel renewals – from proactive channel sales support to dedicated channel renewal rescue. As a result, the Annuity Management Group can now offer its customers an optimal solution tailored to their go-to-market strategy when managing their customer installed base for services contracts, including co-termination, up-selling/cross-selling and end-to-end renewal management.*

### About the Annuity Management Group

The Annuity Management Group specialises in revenue life cycle management and customer success management solutions for technology manufacturers. As a highly specialised service provider for recurring revenues (“annuities”), Annuity Management AG offers its customers end-to-end solutions for the optimal management of their service revenues. For more information, see [www.annuity-management.com](http://www.annuity-management.com)

### About Support Warehouse

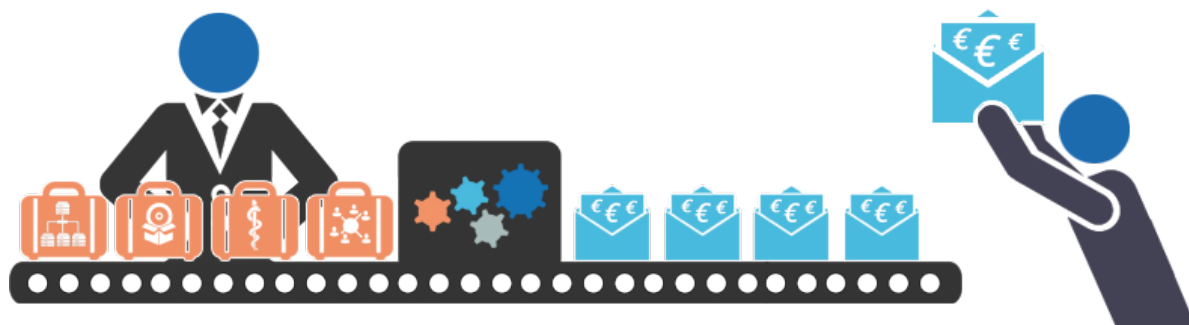
Over the last 17 years, Support Warehouse has worked in close co-operation with HPE to establish itself as a leading specialist for contract rescue management. Operating as a services-only VAR, the company operates in 10 countries and supports around 9,500 customers ensuring that end customers receive uninterrupted service coverage; making Support Warehouse one of the world's largest resellers of vendors' technical support services. For more information, see [www.supportwarehouse.com](http://www.supportwarehouse.com)

### About Tesedi

The Tesedi Group (“Technology Service Distribution”) was founded in 2005 for Hewlett Packard as a channel sales support program for channel renewals and since its foundation has focused exclusively on the sale and renewal of expiring maintenance contracts. Thanks to this clear focus – Tesedi does not offer any hardware or software products – and its role as a neutral and highly specialised service-only distributor, Tesedi is ideally positioned to fully support Hewlett-Packard partners in their service revenue management. For more information, see [www.tesedi.com](http://www.tesedi.com)

*Focus, expertise and technology are our ingredience for success!*

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