



api π

COMPANY PROFILE

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active.
personal.
individual.



The api GmbH was founded in 1994 and is now one of the leading IT distributors in Germany.

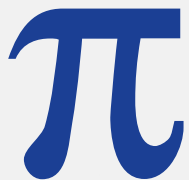
The company supplies specialist retailers, system integrators, and e-commerce platforms with a wide range of hardware, software, and IT solutions. Thanks to long-standing partnerships with renowned manufacturers and a strong focus on service, api has established itself as a reliable partner in the industry.

Since 2016, api GmbH has been headquartered in Baesweiler. On a 32,000 sqm site, the company operates a modern logistics facility of 20,000 sqm and 6,000 sqm of office space.

This infrastructure enables efficient order processing, fast delivery times, and high product availability.

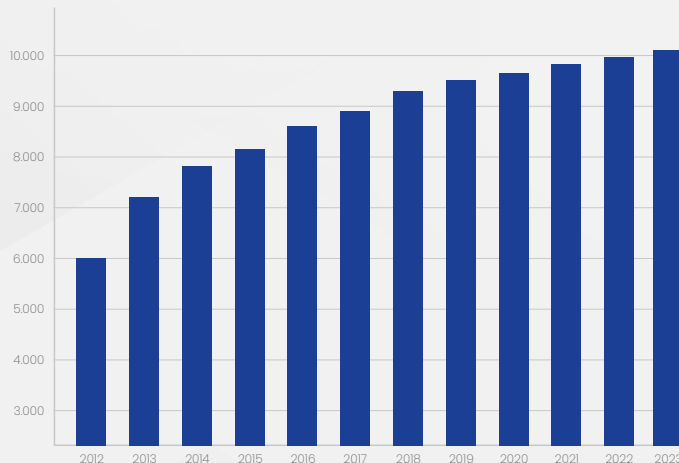
With an experienced team, innovative technologies, and a clear focus on customer satisfaction, api sets benchmarks in IT distribution and supports its partners with tailored solutions and reliable service.





numbers.
data.
facts.

CUSTOMER BASE EXPANSION



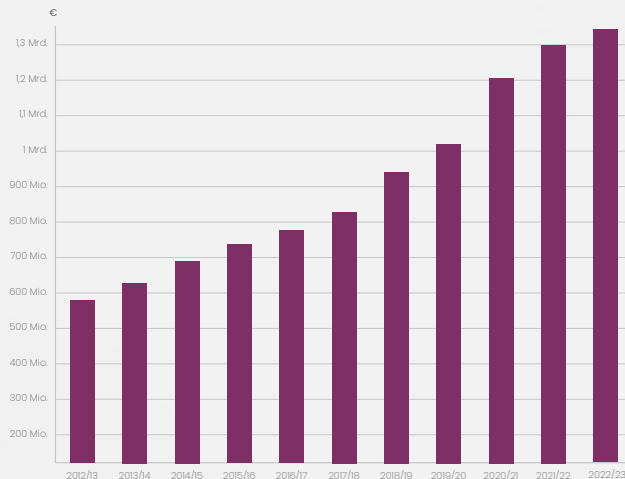
approx. 900 employees

*At various locations in Germany, France,
the Netherlands, Austria, and Sweden*

Cooperations with over 400 national
and international manufacturers

€1.3 billion in revenue in 2022/23

REVENUE GROWTH



Office and logistics complex in Baesweiler

*32,000 sqm of land, 20,000 sqm logistics area and
6,000 sqm office space*

Product portfolio of more
than 140,000 items

18,000 purchasing customers per year
Each customer has a dedicated contact person

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state of the art.



api GmbH is setting new standards in IT distribution with its new logistics areas.

Thanks to state-of-the-art technology and electronics, the system is among the most advanced in Europe, ensuring maximum efficiency and product availability.

With this cutting-edge logistics infrastructure, api GmbH is optimally prepared for current and future challenges.

This enables the company to meet the growing demands of its customers quickly, reliably, and flexibly at all times.

Extremely high storage capacity and correspondingly high availability of goods

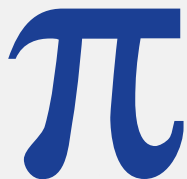


Fully automated storage and retrieval of the goods



Electronically monitored picking, packing and despatch





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also
inter
nationally.

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api B.V.
api Handelsvertretung Niederlande

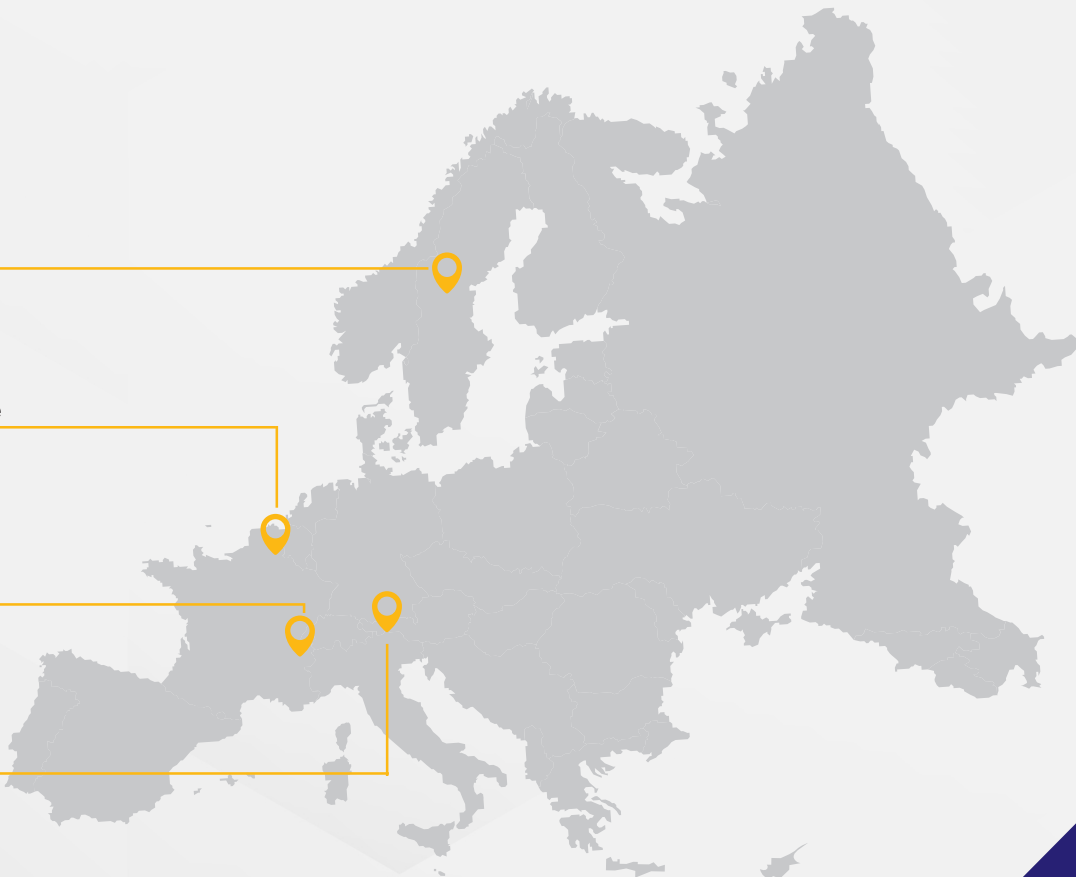
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our sales values.

We provide our customers with a wide range of services and sales offerings that are geared towards individual advice, optimised processes and additional value-added services.

We also serve a wide range of customer groups in a competent and service-orientated manner.

System houses

Collaborations

Specialist retail

Retail / E-Tail



What makes us special

- Personal contact persons in the sales team from 9.00 to 18.00
- Competence teams and focus on sales
- Sales representatives to support you at the PoS
- Attractive partner programmes from the manufacturers
- Value Added Services
- Project management (24/7 project button)
- Web seminars
- api webshop

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value
added
distribution

An important service tool for our B2B partners is the VAD division, which specialises in archiving, BTO, cloud, data centre, digital signage, digitalisation, financial, IT, Communication, Managed Service, Printing, Refurbished, Security, Smart Home, Storage, Technical Service and Time Recording.

Business Development Managers (BDM), as known from VADs, and System Engineers (SEs), who are certified for individual manufacturers, take on the various tasks and support you with all your questions.



SERVICES FOR YOUR SUCCESS

- Consultancy, planning and conception
- Proof of concept
- Installation, configuration and assembly
- Technical support on site or remotely
- Sales and technical training
- Support with the planning and realisation of targeted customer campaigns
- Speaker at workshops and web seminars
- Realisation of live demos
- Support at in-house trade fairs
- Personal contact persons in specialised business units
- Competent product and licence consulting
- Analysing end customer requirements
- Support with the selection of products for integrated solutions with project pricing

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our retail team.



Creativity. Individuality. Communication.

These values characterise our retail team, which impresses with well thought-out concepts and customised solutions.

Our experts are on hand to assist customers, both in the office and in the field, to develop customised strategies that meet their individual requirements.

In close cooperation with our manufacturer partners, we design innovative concepts for new media & entertainment, develop attractive partner programmes and devise solutions to

secure sales and earnings. Through this targeted support, we help our customers to position themselves successfully in the dynamic retail market and remain competitive in the long term with customised solutions and reliable service.

In day-to-day business, the personal contact provides information about attractive, customised offers.

retail
CLUB
by apl

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shop2go reseller shop.



api GmbH offers its customers the opportunity to set up their own online shop. This means that specialised dealers can be reached by their customers around the clock and can provide a large selection of products.

Shop2Go is the reseller shop that includes the entire api product range (140,000 items) including all images and product descriptions. It can optionally be expanded to include up to 3,000 of your own products.

In this way, the specialist retailer is absolutely flexible and can decide individually how they want their shop to look.



Powered by CONTINUE Software: The programming of your shop is professionally carried out by one of our partners, CONTINUE Software GmbH, which has also developed the api merchandise management system.

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api at the trade fair.



Together with our manufacturer partners, we regularly present ourselves at trade fairs that are important to the industry.

These events offer an excellent opportunity to talk to experts and gain valuable insights into current industry trends.

The advantage? Individual advice, customised solutions and a network that drives innovation.

Visit us at the next trade fair - we look forward to exchanging ideas with you!

Our in-house exhibition 'TECH & BUSINESS KONGRESS' is a special highlight:

In an intimate atmosphere, we provide customers and partners with exclusive insights into the latest technologies, offer practical demonstrations and create space for direct dialogue.

TECH
& BUSINESS
KONGRESS

**our
manufacturer
partner.**



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our
manufacturer
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our manufacturer partner.

