

Redington and Intel enter into a strategic collaboration to accelerate AWS innovation and growth for META

Dubai, United Arab Emirates, 4th December 2025 – Redington, a leading technology aggregator and innovation catalyst, today announced a landmark Memorandum of Understanding (MoU) with Intel, marking the beginning of a strategic five-year collaboration aimed at driving innovation and growth in the cloud computing sector for the Middle East, Turkey and Africa (META) region, at AWS Re:Invent 2025, taking place in Las Vegas. This collaboration is designed to notably scale AWS services consumption and deliver transformative value to customers across global markets.

Under the joint initiative, Intel will invest to develop Redington's Intel-based AWS Service Unit and establish a dedicated Center of Excellence (CoE). This CoE will spearhead initiatives such as the Migration Acceleration Program (MAP), AWS ISV Marketplace development, adoption of custom Intel® Xeon® processors, and comprehensive awareness and demand-generation campaigns.

The collaboration targets the development of ISV solutions on AWS powered by Intel's advanced technologies, the execution of migration deals, and a significant expansion of resale offerings by 2030. Together, these initiatives are expected to contribute substantially to AWS and Intel revenues, driven by accelerated cloud migration and large-scale modernization initiatives.

Redington will also strengthen its AWS Marketplace presence by onboarding new Independent Software Vendors (ISVs) and enhancing existing collaboration, leveraging its extensive network of partners to drive adoption and market penetration.

The go-to-market strategy is anchored on four integrated pillars designed to accelerate adoption and drive partner growth. Intel and Redington have formed a strategic collaboration to accelerate enterprise cloud modernization through two key initiatives. The collaboration launches an ISV Accelerator Program to expand the software vendor ecosystem and enhance Redington's marketplace capabilities through joint sales efforts. Additionally, the joint initiative delivers performance and cost leadership by leveraging custom Intel Xeon processors on Amazon EC2 to enable seamless migration from on-premises environments to the cloud. By combining Intel's advanced processor technology with Redington's extensive market reach and customer relationships, the alliance provides enterprises with strong performance, enhanced cost efficiency, and accelerated time-to-value in their cloud transformation journeys.

Commenting on this alliance, **Sayantana Dev, Global Head of Software Solutions Group, Redington Group**, said, "Our collaboration with Intel marks a decisive step in strengthening Redington's cloud- and AI-led growth strategy. By combining Intel's amazing market reach and ecosystem strength, we are creating a powerful platform for accelerated modernization at scale. This significantly deepens the value we deliver to our channel partners – unlocking new revenue streams, faster go-to-market opportunities, and sustained differentiation in a highly competitive landscape. At the same time, it reinforces our focus on cloud and software as a core growth engine, enabling partners to capture long-term value across cloud, ISV solutions, managed services, and AI-driven workloads."



PRESS RELEASE

This strategic alliance positions both organizations at the forefront of cloud services, AI-driven innovation, and marketplace solutions, delivering value to customers and partners worldwide.

About Redington

Redington Limited (NSE: REDINGTON; BSE: 532805), a leading technology solutions provider, empowers businesses in their digital transformation journeys. Guided by its brand narrative “Unlock Next”, Redington goes beyond distribution to remove barriers, accelerate digital adoption, and unlock access, growth, trust, efficiency, and impact—helping businesses, communities, and societies embrace what’s next in technology.

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