



BUSINESS IT SOURCE

BITS PRESS RELEASE

Business IT Source Announces Record 2021 Sales

BUFFALO GROVE, IL, Jan 18, 2022 — Business IT Source (BITS) announced sales increased to \$246 million in 2021, an 92% increase from its 2020 sales of \$128 million. BITS continues to expand and build on its history of growth, earning the title of one of CRN's (Computer Reseller News) fastest growing resellers for eight consecutive years.

According to CEO Bob Frauenheim, a key reason for the company's continued success is that Business IT Source traditionally stocks its customers' standard computer models in its warehouse. The systems are owned by BITS but reserved for the companies and available when needed. This process guarantees standard models are readily available and delays depreciation and the warranty start date until BITS ships the systems.

"This has always been a valuable service we provide," said Frauenheim. "But given the extended product lead times, it has been imperative, and even more important for many of our customers. Coupled with our 50,000 square-foot warehouse and integration center expansion, we have product stocked and ready to ship, arriving ready to deploy."

Also helping drive increased revenue was customer data center projects budgeted for 2020 but postponed as many people worked remotely. Now that people are going back to the office, BITS's ability to do advanced integration on servers, storage and networking has helped companies roll out data center projects with more limited staffing.

Business IT Source is a value-added reseller for all major manufacturers, including Dell/EMC, Lenovo, HP, HPE, Apple Cisco, Microsoft and other major manufacturers.