



For Release on April 2, 2026

## **SoftwareOne and Crayon Unite Under Single Global Brand to Deliver Greater Value for Customers**

*Unified business delivers greater scale, deeper expertise, and improved returns on technology investment across APAC*

**Sydney, Australia - April 2, 2026** – SoftwareOne and Crayon, two of the largest software and cloud solutions providers and distributors in APAC, announce the integration of their direct business under a single brand in the region. As of today, these business units will operate under the sole SoftwareOne name and logo. Crayon’s channel business in APAC is continuing under the current brand while a transition takes place shortly.

Direct customers across APAC can now access the organisation’s expanded global reach, local expertise, and a broader portfolio of services, with particular strength in IT portfolio management, cost optimisation, cyber resilience, cloud transformation, and AI.

Existing customer engagements, contracts, and billing arrangements will continue as is, with no immediate changes. Customers will continue to work with their current account teams, ensuring continuity and stability as the organisation transitions to a unified brand.

Varun Paliwal, SoftwareOne’s President of APAC, said, “Bringing SoftwareOne and Crayon together under a single brand is an exciting milestone for our business and customers. By unifying our capabilities, we can deliver greater efficiency and more strategic value for organisations navigating increasingly complex IT environments.”

The combined organisation’s deeper expertise in software and cloud solutions, IT portfolio management, cost optimisation, cyber resilience, and responsible AI adoption will prove invaluable in helping customers across APAC make smarter technology decisions and respond to rapidly evolving business priorities.

Paliwal added, “Customers are looking for practical ways to reduce IT overspend and carbon footprint, strengthen resilience, and adopt AI with confidence. Together, we are better positioned to help them gain visibility across their technology estate, optimise IT investments, improve security outcomes, and turn AI ambition into measurable business value.”



For direct customers, this means access to a comprehensive, end-to-end partner across the full IT lifecycle — from technology sourcing, portfolio visibility, governance and cost optimisation through to security, cloud transformation, and AI adoption.

At a time when organisations are balancing innovation with cost control, the combined entity offers a clear advantage: smarter technology investment decisions, reduced complexity across the IT estate, and faster time to value. This is underpinned by a customer-first, transparent approach and a strong focus on reducing IT overspend and carbon footprint, improving efficiency, and driving innovation.

SoftwareOne's global presence spans over 70 countries, with more than 13,000 employees and over 30 years of expertise helping organisations optimise, govern and transform their technology estates. Customers benefit from access to over 7,500 software vendors through its marketplace, alongside the advisory, managed and implementation capabilities needed to maximise the value of those investments.

This is underpinned by deep expertise across software, cloud, security, AI and IT portfolio management, as well as longstanding recognition in software asset management, including being named a Leader in the Gartner® Magic Quadrant for SAM Managed Services for six consecutive years as of August 2025.

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**For more information, visit SoftwareOne's website:**

<https://www.softwareone.com>

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### **About SoftwareOne**

SoftwareOne is a global software and cloud solutions provider and distributor. With a presence in over 70 countries and a team of about 13,000 professionals, we combine global scale and local expertise to help partners and customers optimise costs, source and procure, accelerate growth, and navigate complex IT environments with confidence.



Leveraging deep capabilities in cloud, software, and data and AI, the company empowers organisations to modernise, innovate, and unlock the full value of their technology investments. Headquartered in Switzerland, SoftwareOne is listed on the SIX Swiss Exchange and Euronext Oslo Børs under the ticker symbol SWON. SoftwareOne Holding AG, Riedenmatt 4, CH-6370 Stans.