# Currys embarks on ambitious channel business expansion



Currys, a prominent electrical products retailer in Europe, is embarking on an ambitious initiative to further develop its channel business, which has a legacy of over 30 years in collaboration with channel partners. This strategic direction follows the merger in 2014 between Dixons Retail and Carphone Warehouse, which allowed Currys to expand its footprint not only in the communications sector but also in diverse technology solutions.

Under the leadership of Director Dean Kramer, Currys Business is actively working to broaden its offerings for resellers and IT service providers, providing access to an extensive portfolio of over 30,000 products. This B2B portfolio aims to equip small and medium-sized businesses with comprehensive technology solutions that encompass mobile connectivity, broadband, IT hardware, accessories, and energy services. Notably, Currys has established a five-year partnership with Fidelity Energy, aimed at delivering business energy solutions alongside its technology offerings.

In his comments regarding future directions, Kramer highlighted the rising demand for technology upgrades, specifically mentioning the transition to Windows 11 as a significant area of interest for businesses. He stated, “We see big demand for upgrading to Windows 11 because Windows 10 support will end next October, and for services such as mobile device management and security.” Kramer further elaborated on Currys’s intention to provide comprehensive support to businesses in these pivotal areas, alongside cost-saving services that include broadband and utilities.

Currys Business has designed multiple channels through which partners can engage with its range of products and support services. Central to this is a dedicated service and support centre located in Poole, which primarily caters to over 200 mobile and mobile connectivity partners. In addition, the company utilises its online platform for interactions and has established a network of 54 business hubs situated throughout its retail estate.

Despite these existing channels, there is an acknowledgement from Kramer that the integration across these various platforms remains in progress. He expressed a commitment to standardising the offerings available across all touchpoints to create a more cohesive experience for partners. “The main one is our office in Poole, where our account management teams have established existing partner relationships,” he noted. “We’re still adding to that through our own website and 54 business hubs out in our store estate.”

As technology continues to evolve and businesses increasingly look to integrate more diverse solutions, Currys is positioning itself as a versatile provider capable of meeting the current and future demands of its partners. The company's ongoing efforts to enhance its channel business signify its intent to maintain relevance in an ever-changing landscape marked by technological advancement and the automation of business practices.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://technologyreseller.uk/currys-business-is-encouraging-channel-partners-to-leverage-its-broad-technology-offering-to-provide-customers-with-complete-tech-solutions-and-is-transforming-its-channel-strategy-to-help-them-do-so/> - Corroborates Currys' 30-year history of working with channel partners, the expansion after the 2014 merger, and the broad technology offerings including mobile connectivity, broadband, IT hardware, and energy services.
2. <https://technologyreseller.uk/currys-business-is-encouraging-channel-partners-to-leverage-its-broad-technology-offering-to-provide-customers-with-complete-tech-solutions-and-is-transforming-its-channel-strategy-to-help-them-do-so/> - Supports the information about Currys' partnership with Fidelity Energy for business energy solutions and the demand for Windows 11 upgrades and other services like mobile device management and security.
3. <https://technologyreseller.uk/currys-business-is-encouraging-channel-partners-to-leverage-its-broad-technology-offering-to-provide-customers-with-complete-tech-solutions-and-is-transforming-its-channel-strategy-to-help-them-do-so/> - Details the multiple channels through which partners can engage with Currys, including the dedicated service and support centre in Poole, the online platform, and the network of 54 business hubs.
4. <https://technologyreseller.uk/currys-business-is-encouraging-channel-partners-to-leverage-its-broad-technology-offering-to-provide-customers-with-complete-tech-solutions-and-is-transforming-its-channel-strategy-to-help-them-do-so/> - Explains the need for standardising the offerings across all touchpoints and the ongoing efforts to integrate these channels under Director Dean Kramer's leadership.
5. <https://technologyreseller.uk/currys-business-is-encouraging-channel-partners-to-leverage-its-broad-technology-offering-to-provide-customers-with-complete-tech-solutions-and-is-transforming-its-channel-strategy-to-help-them-do-so/> - Highlights the four pillars for growth: cash flow, sustainability, security, and bills, which guide Currys' strategy for supporting channel partners and SME customers.
6. <https://technologyreseller.uk/currys-business-is-encouraging-channel-partners-to-leverage-its-broad-technology-offering-to-provide-customers-with-complete-tech-solutions-and-is-transforming-its-channel-strategy-to-help-them-do-so/> - Discusses the competitive advantages of sourcing products from Currys, including scale, relationships with manufacturers, and the ability to cross-sell various products.
7. <https://www.warc.com/content/feed/currys-looks-to-long-term-with-a-focus-on-the-customer/en-GB/9088> - Supports the focus on customer satisfaction and the long-term strategy of Currys, including improved in-store and online experiences, and the sale of high-margin software and services.
8. <https://www.warc.com/content/feed/currys-looks-to-long-term-with-a-focus-on-the-customer/en-GB/9088> - Corroborates the importance of customer experience and the role of services like credit, repair facilities, and bundled solutions in enhancing customer satisfaction and loyalty.
9. <https://www.computerweekly.com/feature/Currys-data-strategy-takes-major-step-forward-with-launch-of-Connected-Media> - Provides context on Currys' data strategy and how it collects, protects, and uses data to support its business and customer needs, aligning with its broader technology and service offerings.
10. <https://www.computerweekly.com/feature/Currys-data-strategy-takes-major-step-forward-with-launch-of-Connected-Media> - Details the launch of Connected Media and its role in providing insights and advertising opportunities for brands, further enhancing Currys' position as a comprehensive technology solutions provider.
11. <https://technologyreseller.uk/currys-business-is-encouraging-channel-partners-to-leverage-its-broad-technology-offering-to-provide-customers-with-complete-tech-solutions-and-is-transforming-its-channel-strategy-to-help-them-do-so/> - Outlines the future initiatives such as the leasing solution and the integration of repair and trade-in capabilities to offer more affordability options for business customers.
12. <https://technologyreseller.uk/currys-business-is-encouraging-channel-partners-to-leverage-its-broad-technology-offering-to-provide-customers-with-complete-tech-solutions-and-is-transforming-its-channel-strategy-to-help-them-do-so/> - Please view link - unable to able to access data