

Company profile - Digital Data Communications GmbH



DDC at a glance:

- Founded: 1991 in Dortmund as an IT wholesaler
- Employees: 60
- Areas of business: Developing, manufacturing and distributing network, connection technology and security products
- Head office: Dortmund, Germany
- Manufacturing: Taiwan & China
- Logistics centre: Soest (DE)
- Branch offices: Taiwan, Netherlands, Greece
- Sales offices: Slovenia, Columbia, Spain, Portugal, Italy
- Own brands: LevelOne, equip, Conceptronic, ABBRAZZIO

History: from IT wholesaler to global player

Founded in 1991 as an IT wholesaler, today Digital Data Communications GmbH acts as a global provider of premium network solutions. 1993 saw the launch of their first brand, equip. The Dortmund company began exploiting international markets as early as 1995 and founded a branch in Athens, Greece. Branches in Italy and Taiwan followed in 1997. One year later the business product line LevelOne was created to supplement the equip brand. The Conceptronic product range expanded the portfolio in 2011 with peripherals and connectivity components. Finally, in 2012 the brand name ABBRAZZIO was introduced for technology accessories with modern designs to complement the broad product range offered by the Dortmund manufacturer. Digital Data Communications GmbH's international activities steadily progressed. Many distribution partners all over the world ensure continual growth and fulfil regional demands.

Areas of business - customised solutions with four own brands

Digital Data Communications is an expert in providing integral and customised network solutions. The IT specialist offers their customers reliable, innovative products and accessories with modern designs, and reliable services with an excellent price/performance ratio.

With their four own brands LevelOne, equip, Conceptronic and ABBRAZZIO the company offers premium components. A customised solution is offered to each customer, from a simple cable connection to setting up complex networks, with the aim of providing optimal connectivity. Digital Data Communications do not see themselves as an island, merely selling products, but as a full service provider who can provide a coherent, complete solution if required, including peripherals, software and services.

LevelOne – professional solutions for all networks

Since 1998 Digital Data Communications have established themselves as an expert in developing, manufacturing and distributing network and connectivity products with their premium brand LevelOne. The product portfolio offers premium and reliable network components and solutions for professional company use and private IT use, such as digital security and digital sign solutions, for example, as well as the largest power over Ethernet portfolio on the market. Digital Data Communications focuses in particular on complete solutions.



equip – optimal cabling

The equip brand stands for premium components in cabling technology. The product line offers professional solutions for office and in-house cabling in order to provide installation companies with a complete range of current and future-proof solutions.



equip is aimed at both end-customers and retail with a portfolio ranging from HDMI adapters to complete network requirements, including cable solutions from the equip Life product range, as well as providing specialist installers and professional users with a comprehensive range of passive network components and the cable series equip Pro.

Conceptronic – peripherals with an elegant design and premium technology

Stylish peripherals for private and business computing are offered by the brand



Conceptronic. Through the development of new approaches, combined with modern technology and fashionable design, Conceptronic caters for the individual tastes of trend-conscious users. With over 250 components, from loudspeakers to notebook sleeves, and from headsets to all-in-one surveillance kits for the SOHO area, they are above all characterised by their simple installation. One of the widest product ranges for mobility and connectivity solutions on the market that focuses on continuing further development and providing the most up-to-date gadgets for unlimited entertainment.

ABBRAZZIO – mobile and modern IT accessories

Premium IT accessories for modern and mobile users are combined under the ABBRAZZIO label. Selected tablet PC cases made from leather or plastic for use in various situations, Bluetooth keyboards, including a designer shell, and bags and rucksacks for notebooks of all sizes await users. Conceived as a unisex brand, ABBRAZZIO appeals to both male and female users with its numerous varied designs.



Philosophy - “Listen to carefully to your customers and partners”

Intensive knowledge of the market, both nationally and internationally, and keeping your ears open for current customer needs are the pillars upon which the 20 year old company history of Digital Data Communications is based. Because products are comparable but service, project support and appreciation of customers should be unique.

In addition to technical support based in Dortmund, Digital Data Communications offers its business partners an extensive range of distribution and market support. As a customer you can benefit from the Dortmund company's participation in in-house trade shows and road shows, commercial and technical training, and intensive project consulting. Furthermore, demonstration equipment, test models and POS material are provided mainly free of charge. Personal access, detailed product information and overviews, flyers, print templates etc. are also available to premium partners.

Digital Data Partner Program for resellers

The Digital Data Partner Program offers numerous benefits to registered, specialized retailers and aim to facilitate diverse opportunities to increase sales. Members receive access to marketing material in the form of flyers, catalogues, demonstration products and giveaways on attractive terms. In addition, in the Partner Program there are exclusive offers each month, such as regular promotions in cooperation with participating distributors for advantageous sales of our products. With the additional bonus, members can get annual cashback for their purchases at certified distributors. Partner Program members benefit from lucrative discount promotions again and again.

Interested resellers who are not yet registered can find out information about the Partner Program by contacting Sales: sales.eu@ddc-group.com.