



Attiva SpA is a company located in Vicenza, Italy. We have been in the market since 1990 dealing with hardware, software and information technology products.

Attiva SpA, located in Vicenza, has distributed software and hardware products since 1990. With clients located throughout the national territory, Attiva offers experience and knowledge of the specifics in the market. Attiva specializes in Apple products, a leading brand in the IT sector; thanks to their extraordinary success with the ipod, iphone, their consolidated leadership in hardware components and software for graphics, publishing and multimedia applications.

In the Italian market, Attiva is a distribution leader as well as a reference wholesaler for the Authorised Sales Resellers and various other large chain stores. We also act as a sales point for many other consumer electronic operators and for the fast growing "Apple Premium Resellers" corners.

Through flexibility and quick response to a fast growing market and thanks to the long lasting relationships with prestigious brands, such as Epson, Adobe, Microsoft, Samsung, Filemaker, JBL, Yamaha, Attiva has gained a primary role among iPod, iPhone and Mac users. Attiva's price list includes CPU's and peripherals, MP3 players and their accessories, consumer products, software, memory and storage systems, not only for Mac and iPod but also for Windows.

Through its network of sales and technical personnel directly present in the field, Attiva offers alternative services such as rent and installation assistance, logistics, and specific commercial plans.

Attiva edits and issues MacReport, periodical magazine related to the Apple world, in order to publicize and point out the brands distributed. In order to support its commercial activity, Attiva has been using a sophisticated internet-extranet device which manages the sharing of commercial and logistic information to trade partners, customers and assistants.

Attiva makes use of a technical assistance centre called "Jump srl", located beside Attiva's headquarters, specialised in supporting all types of Apple products. The 2008's turnover was 130 million of euro, with positive trend registered in the first months of this year.

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