Cellcom Israel Success Story

**Moshik Azan,
CEO of Above IT International:**

"Cellcom Israel is one of our smartest customers, because of its ability to analyze data and make decisions on the move throughout the year. The result is high profitability in the integration business".

Fiana Drang, Marketing Director Business Division:

"Working with "Rebates-ON" enables us to manage rebates efficiently along with all marketing budgets from vendors at our disposal. Rebates-On system serves as a basis for making knowledgeable decisions in managing business activities, resulting in revenue growth. "

Cellcom Israel is a leading communications group in the Israeli ISP (Internet Service Provider) market, providing a wide range of communication services in the Israeli market. Cellcom Israel works with over 20 different vendors for a wide range of solutions, such as networking, storage, data center, cloud solutions, cyber security and more.

Cellcom Israel started its engagement with Above It International Technologies 6 years ago. The company receives a wide range of services including tracking and monitoring the different vendors' rebate programs, management of claim reimbursement from MDF and COOP budgets and learning and business development consulting.

With the understanding that it is very difficult to be certified in all vendors at the highest partnership level, Above IT provides Cellcom Israel with a semi-annual assessment (internal audit) that includes recommendations for which specializations and competencies should be completed in order to maximize profitability aligned with the company's purchasing reports.

These processes preserve Cellcom Israel at the high level of profitability and maximize the rebates throughout the year. Moreover, Cellcom Israel holds a high level of partnership certifications, a skilled and knowledgeable team with various high specialization. As a result, Cellcom Israel maintains very high redemption rates from cash rebates.

Above-IT International Technologies was established in order to enable System Integrators, ISP's & IT Distributors to increase their profitability. Investing years of development, we created "Rebates-On", a software solution that enables you to manage all your programs and rebates in a single integrated secured system.

Rebates-On is a simple and "easy to use" tool that makes life easier and enables you to manage multiple vendors' programs such as HPE, Dell EMC, IBM, Cisco, Juniper, HP Inc, Microsoft , and others in one dashboard while supplying accurate daily information of the target and actual purchases in every single vendor program.