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Coreio Inc. debuts as leading Canadian IT provider servicing enterprise sector

Coreio Inc., a leading IT services provider for enterprise-scale companies, today unveiled its new corporate brand identity. Formerly known as MicroAge Toronto, the new Coreio name and visual identity reflects the company's strong and diverse management team and increased capabilities as a forward-thinking organization in the new era of IT services.

Coreio provides strategic IT counsel and services to North American clients with end users ranging from 1,000 and up to 100,000 plus in two core areas: Infrastructure (managing hardware, software and network resources) and Operations (delivering processes and services).

Founded in 1981, as Syspro Proven Systems Limited, Coreio was previously one of the principal members of the MicroAge Canada network. It was acquired in late 2015 by Wherewithal Partners, a niche investment firm, in partnership with the new senior management team.

"Our new name – Coreio – is at the core of who we are and what we do," said David Naiman, President & CEO, Coreio. "Over the past 35-plus years, we've cemented our position as a trusted IT services provider to Canadian headquartered clients with operations across North America; it's important that our brand embodies the strength and growth of the company. Coreio not only reflects our proud heritage, but also our journey as we evolve our capabilities and leverage our experience as in-house IT experts to help clients meet the unique challenges of the modern enterprise."

Over the past three decades, the IT services industry has evolved from hardware resellers to strategic IT services partners, as IT executives struggle to deal with the increasing pace of change in the digital age amid decreasing budgets and resources.

Coreio's new executive team includes Rob Muroff (Chief Operating Officer), Stephen Baird (Chief Technology Officer), and David Naiman (President & CEO). As COO, Rob brings 22 years of corporate and consultative IT experience and leads the evolution of Coreio's Client Delivery business. As CTO, Stephen has an extensive 30-plus year background in large complex companies heavily dependent on IT systems, which provides a unique customer perspective to his role. David has deep business and management executive experience and is focused on providing oversight of Coreio's operations. Together, the executive team will leverage their in-house IT expertise to strengthen and modernize Coreio's services and capabilities and design custom IT solutions that help clients solve their business challenges.

More information is available at Coreio's new website at www.coreio.com and on Twitter [@coreioinc](https://twitter.com/coreioinc).

About Coreio

Coreio Inc. is a leading Toronto-based IT services provider that delivers IT Infrastructure and Operations solutions for enterprise-scale companies across North America. We build on our 35-plus year history as a strategic partner, and apply our experience as in-house IT experts, to help our clients solve complex business and technology issues, so they can focus on what they do best. Visit www.coreio.com for more information.

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