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Tech Data Enables Profitable Growth for Cisco Resellers

Expands Its Cisco Solutions Group With Refreshed Solutions Center, New Momentum Tool and Redesigned Online Store

CLEARWATER, Fla., July 17, 2012 (GLOBE NEWSWIRE) -- [Tech Data Corporation](#) (Nasdaq:TECD) today announced that it has enhanced its Cisco Solutions Group to simplify sales of the Cisco portfolio for its channel of over 60,000 resellers in the U.S., including the expansion of the Cisco Solutions Center at Tech Data, the introduction of the exclusive new Momentum partner enablement tool, and the redesigned Tech Data Cisco Manufacturer Store on www.techdata.com.

"The expansion of our Cisco Solutions Group makes Tech Data the easiest place in the IT channel for resellers to profitably grow their Cisco practices," said Angie Beltz, vice president, Cisco Solutions Group at Tech Data. "Whether our resellers know the right path for their Cisco practices or if they need help choosing the next step, Tech Data's innovative new resources enable them to quickly become product experts, close deals more effectively, and keep pace with emerging technology trends like BYOD, business video, and virtualization."

Focused on partner enablement with a specific purpose of driving profitable growth for resellers, the enhancements to Tech Data's Cisco Solutions Group bring innovation to life with state-of-the-art demonstration and training facilities, simplify a complex environment with revolutionary enablement tools, and provide a best-in-class knowledge foundation through redesigned information resources, high technical competence, and skilled account planning.

"Tech Data's new offerings and process improvements help resellers on their journey with Cisco," said Julie Hens, vice president, U.S. Channels Distribution at Cisco. "Tech Data's team of dedicated Cisco representatives understands the business needs of Cisco reseller partners. The new Momentum tool should help drive partner profitability by enabling partners to more effectively navigate Cisco architectures and build successful Cisco practices."

[Momentum](#) is Tech Data's new exclusive partner enablement and education tool, providing information and tools required for resellers to accelerate their Cisco practices. A fully comprehensive guide, Momentum displays the authorization path to any product, the requirements of any specialization and key profitability metrics of any program. Whether partners are looking to take their business from registered to Cisco Select or pursue a Cisco Gold Certified Partnership with advanced architecture specialization, Momentum provides a custom path for each individual Cisco journey.

As technology is ever-changing, so is the [Cisco Solutions Center at Tech Data](#). Featuring more than \$3 million in design and product upgrades to incorporate emerging technology trends, the Cisco Solutions Center at Tech Data now includes live video streaming-based training, an exclusive webinar series and virtual one-on-one engineering consultations. The state-of-the-art technology solution demonstration facility exemplifies how to utilize Cisco innovation to create profitable business results, enabling Tech Data's partners to become early adopters of ground-breaking industry trends, engage in one-on-one consultative sessions to determine IT strategy and investment priorities, and close deals faster. Business owners, managers, technicians, sales representatives and end-users alike can utilize Tech Data's Cisco Solutions Center either on-site or through an enhanced virtual experience to demonstrate the benefits of the latest Cisco technologies for all markets. Tech Data, Cisco, and industry experts also host weekly live streaming events from the Cisco Solutions Center covering relevant topics including sales, engineering, product positioning, trending, demonstrations and verticals.

In the newly redesigned [Tech Data Cisco Manufacturer Store](#) on techdata.com, visitors will now find access to Tech Data's exclusive tools and resources, like Momentum and the Solutions Center, providing a one-stop shop for resellers to obtain pertinent and up-to-date information on Cisco products, services and events. In the store, visitors have access to Tech Data's exclusive tools and resources like Momentum and the Cisco Solutions Center at Tech Data, as well as architecture-specific product, promotion and education information, a searchable resource library and archive and real-time updates via Cisco social mediums. A partner events calendar will also soon be available in the store.

"Tech Data has been extremely helpful in building Data Strategy's Cisco roadmap — they really understand what is relevant to our business, be it role-sharing, specific programs, or just getting us the answers we need quickly," said Gregg DeWitt, president of Data Strategy. "The Momentum tool, combined with their team expertise, has greatly simplified the specialization process for us and given us all the information we need to make profitable decisions for our business."

To learn more about the new Cisco offerings at Tech Data or to speak with one of Tech Data's dedicated Cisco team members,

call (800) 237-8931, ext. 77776 or email ciscosales@techdata.com.

About Tech Data

Tech Data Corporation is one of the world's largest wholesale distributors of technology products, services and solutions. Its advanced logistics capabilities and value added services enable 125,000 resellers in more than 100 countries to efficiently and cost effectively support the diverse technology needs of end users. Tech Data generated \$26.5 billion in net sales for the fiscal year ended January 31, 2012, and is ranked 109th on the Fortune 500[®]. To learn more, visit www.techdata.com.

The Tech Data Corporation logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=10666>

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