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## Tech Data Enhances Smart IoT and Analytics Practice with New Partner Solutions and Vendor Relationships

CLEARWATER, Fla.--(BUSINESS WIRE)-- [Tech Data Corporation](#) (Nasdaq: TECD) today announced several enhancements to its [Smart IoT and Analytics Solutions Practice](#) in the Americas, which offer partners one-on-one consultations and end-to-end IoT design services. Tech Data's expansive portfolio of information technology (IT) and operational technology (OT) vendors enable its Smart IoT and Analytics team to function as a full-service IoT and analytics solutions aggregator.

In conjunction with its presence at [Cisco Live](#), Cisco's annual IT and communications conference taking place this week in Las Vegas, Tech Data introduced the following:

### Interactive Smart IoT Scale Model

Tech Data unveiled its Smart IoT Scale Model, which showcases how IoT and analytics solutions can drive business outcomes, as well as how connected things provide value in specific vertical-industry settings. Tech Data's Angie McCourt, vice president, Cisco Global Champion, commented, "I'm excited that Tech Data is a sponsor at this year's Cisco Live. Our IoT team, demo and offering are very compelling to both partners and customers. Our booth will showcase how Tech Data and Cisco are partnering around IoT-outcome-based solutions."

### Smart City Solutions through Partnerships with Cisco and Quantela

Tech Data will now distribute the [Cisco Smart+Connected™ Digital Platform](#), Cisco's innovative service for creating a smart city framework, and has partnered with [Quantela Inc.](#), a digital technology solutions company focused on IoT, to offer its partners a solution to deploy and manage their customers' smart-city solutions.

"Cities are increasingly looking for sustainable and cost-effective methods of deployment and management of smart solutions related to traffic, security, street lighting and parking services," said Sridhar Gadhi, CEO of Quantela Inc. "We are pleased to engage with Tech Data and its partners to offer this capability to cities using our cloud-based remote services platform that will improve efficiency and reduce costs for delivery of urban services."

### Distribution Agreement with iValu8

Tech Data also announced a distribution agreement with [iValu8](#), a strategic retail software partner that delivers solutions to help businesses drive customer acquisition, traffic and intelligence. iValu8 creates powerful social and digital marketing solutions in retail and hospitality to include [VivaSpot™ Intelligent WiFi](#), a turnkey automated digital marketing solution for both consumers and businesses of all sizes. These services are offered directly to business customers through Tech Data's partner program, enabling Tech Data to deliver comprehensive digital retail solutions, leveraging [Cisco Meraki](#) with iValu8 software.

### Distribution Agreement with Molex

Tech Data has additionally formalized a distribution partnership with [Molex](#), a leading provider of electronic components and solutions, for [Transcend Network Connected Lighting](#) solutions, delivering Power over Ethernet (PoE) lighting solutions through the channel. Through this partnership, Tech Data resellers now have access to the new [Cisco Catalyst Digital Building Series Switch solutions](#), in addition to comprehensive connected lighting solutions from Molex.

"Molex strives to bring intelligent, productive and integrated solutions with high reliability, excellent consultancy and technical support," said Murad Mohammed, sales and business development manager at Molex. "Tech Data's vast experience covering these technology fields makes them a natural fit to drive successful acceleration of these IoT solutions. We are very thrilled and looking forward to working with them."

According to IT industry analyst firm IDC, the Americas spend for IoT will be \$335 billion in 2018,<sup>1</sup> and Tech Data is poised to capitalize on this market for its partners. Tech Data continues to build out its portfolio of [SmartForce IoT Solutions](#),

partnering with leaders in the technology, industrial, logistics, retail, spaces, public sector and healthcare industries. The strategic partnerships announced today will help Tech Data's IoT partners to quickly launch initiatives that provide customers with full end-to-end IoT solutions.

Tech Data is a proud sponsor of Cisco Live. Visit Tech Data's Americas IoT team at booth #4516 this week. For more information on Tech Data's Smart IoT Solutions Practice in the Americas, call (800) 237-8931, visit [IoT.techdata.com](http://IoT.techdata.com), e-mail [IoT@techdata.com](mailto:IoT@techdata.com), or join the conversation on [Tech Data's dedicated IoT LinkedIn page](#).

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## **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 115,000 resellers to efficiently and cost effectively support the diverse technology needs of end users in more than 100 countries. Tech Data generated \$26.2 billion in net sales for the fiscal year ended January 31, 2017. It is ranked No. 107 on the Fortune 500<sup>®</sup> and one of Fortune's "World's Most Admired Companies." To learn more, visit [www.techdata.com](http://www.techdata.com), or follow us on [Facebook](#) and [Twitter](#).

<sup>1</sup> MacGillivray, Carrie et al. "[Worldwide Internet of Things Forecast Update, 2016-2020](#)." Doc # US42082716. IDC, December 2016. Web. June 2017.

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