



September 27, 2017

Tech Data Introduces New Global Brand

Will Now Operate as Unified Brand in All Markets, Connecting the World with the Power of Technology™

CLEARWATER, Fla., Sept. 27, 2017 /PRNewswire/ -- [Tech Data](#) (Nasdaq: TECD) today introduced its new brand identity, highlighting the company's expanded reach and capabilities as a global leader in technology distribution and services. Following the company's transformational [acquisition of Avnet's Technology Solutions](#) business earlier this year, Tech Data has established a single global brand that capitalizes on the full reach, efficiency, and technical expertise of its new combined organization. Tech Data will now operate as a unified brand in all of its markets throughout the world, enabling channel partners to benefit from its unmatched end-to-end portfolio of products, solutions, and services.

"As we evolve our business in anticipation of what's next, the Tech Data brand has evolved as well. Today we are proud to introduce the new Tech Data and the next chapter in the history of our company," said Bob Dutkowsky, chairman and CEO of Tech Data. "Our new global brand is centered on the proven strength of the Tech Data name and provides a unified promise of integrity, expertise and excellence.

"Tech Data serves as a beacon in the IT channel—central to our customers' and vendors' success. Our teams have highly specialized skills in next-generation technologies, extensive software and services capabilities, and the best logistics engine in the industry, all backed by a global IT system that can do anything from process the sale of a laptop to configure the most complex multi-vendor solution. Tech Data has become a company that delivers business outcomes—not just products—and we're excited for the future of our company as we help connect the world with the power of technology."

To enable a specialized approach while maintaining the exceptional service levels that partners expect from Tech Data, the company has grouped its offerings into two primary solutions portfolios under the Tech Data brand:

- 1 Tech Data's **Endpoint Solutions** portfolio, previously known as the company's broadline offering, primarily includes PC systems, mobile phones and accessories, printers, peripherals, supplies, software and consumer electronics.
- 1 Tech Data's **Advanced Solutions** portfolio includes primarily data center technologies such as storage, networking, servers, advanced technology software and converged/hyperconverged infrastructure. This portfolio also includes next-generation technologies such as cloud, IoT, mobility, security and analytics solutions.

Tech Data's next-generation technology solutions, as well as the company's services offering, including lifecycle, CRM, integration and supply chain services, span its Endpoint and Advanced Solutions portfolios. In addition to the company's two solutions portfolios, Tech Data will continue to go to market with three specialized solutions: Datech Solutions, Maverick AV Solutions and Global Computing Components. Azlan, Tech Data's pan-European enterprise specialist brand, will be transitioned over time and will be incorporated into the company's Advanced Solutions portfolio.

While Tech Data's logo will not change, the company's color palette and graphic devices have been updated to incorporate both its foundation and its new dimensions, blending the unique capabilities of Tech Data and Technology Solutions into a modern, global brand. Tech Data has also introduced new purpose, vision, and mission statements. For more information on the new Tech Data, visit <http://global.techdata.com>.

[Click to tweet:](#) .@Tech_Data introduces new global brand <http://global.techdata.com>

About Tech Data

Tech Data connects the world with the power of technology. Our end-to-end portfolio of products, services and solutions, highly specialized skills, and expertise in next-generation technologies enable channel partners to bring to market the products and solutions the world needs to connect, grow and advance. Tech Data is ranked No. 107 on the Fortune 500® and has been named one of Fortune's "World's Most Admired Companies" for eight straight years. To find out more, visit www.techdata.com or follow us on [Twitter](#), [LinkedIn](#), and [Facebook](#).

Media Contacts

Brian Kosoy
Director, Corporate Communications

Tech Data Corporation
Phone: 727.299.8865
Email: brian.kosoy@techdata.com

Wally Campbell
Public Relations Manager, Americas
Tech Data
Phone: 480.794.7426
Email: wally.campbell@techdata.com

George Troughton
Communications Manager, Europe
Tech Data
Phone: 0034 93 297 0222
george.troughton@techdata.eu

Sarah Harvey
Associate Director, Marketing Communications, Asia Pacific
Tech Data
Phone: +612 8875 0523
Email: sarah.harvey@techdata.com

The logo for Tech Data features a stylized blue 'D' icon to the left of the text 'Tech Data' in a bold, italicized blue font. A registered trademark symbol (®) is positioned to the upper right of the word 'Data'. The entire logo is enclosed within a blue outline that forms a partial rectangle on the left and bottom, with a diagonal line on the right side.

View original content with multimedia: <http://www.prnewswire.com/news-releases/tech-data-introduces-new-global-brand-300526408.html>

SOURCE Tech Data Corporation

News Provided by Acquire Media