June 7, 2017

# Tech Data Captures Two Key Internet Retailer Excellence Awards for E-Commerce

## Wins "B2B E-Commerce Player of the Year" and Shares "B2B E-Commerce Website Design of the Year" Award

CLEARWATER, Fla., June 7, 2017 /PRNewswire/ -- Tech Data Corporation (Nasdaq: TECD) today announced that it has been named the 2017 "B2B E-Commerce Player of the Year" as part of the annual Internet Retailer Excellence Awards, sponsored by *Internet Retailer®*, the largest e-retailer monthly magazine. Tech Data was also named co-winner of the "B2B E-Commerce Website Design of the Year" award.



The 2017 Internet Retailer Excellence Awards recognize the most innovative and successful online retailers, merchants and brands that set the standards for excellence in global e-commerce. *Internet Retailer* describes how Tech Data earned these awards as follows:

- **B2B E-Commerce Player of the Year:** Tech Data received high scores for site design and usability with excellent features for the business buyer. A dashboard page, for example, shows data including time left on special pricing agreements, order status, and tracking. It also provides search and navigation for complex products, a strong mobile site, and lots of buying and selling applications for resellers. With its excellent growth metrics, and success in targeting small and midsized businesses, Tech Data stands out as an effective B2B e-commerce player with particular success in reaching a targeted SMB market.
- **B2B E-Commerce Website Design of the Year:** Tech Data's e-commerce site, shop.techdata.com, provides information tailored to individual users. It enables customers to build quotes, search for tracking information, request special pricing, find an invoice, or request a license resend. A section for the company's resellers offers them web-only pricing, access to their sales rep and online weekly deals. A new Renewal Source feature provides automated quotes when customers' licenses are up for renewal. Online revenue grew 24 percent in 2016, and the site achieved a healthy conversion rate of 11 percent.

"Being honored with this tremendous distinction reflects our team's dedication to maintaining and growing a world-class online experience for our customers," said David Spindler, director, e-business at Tech Data. "Our commitment to continually improve on our online value proposition is stronger than ever. Our partners and customers deserve the best possible B2C-like online user experience, and we will continue to innovate to support their needs and exceed their expectations."

"The competition was impressive for the third annual Internet Retailer Excellence Awards, as so many companies are doing really creative work in e-commerce," says Molly Love, CEO of Vertical Web Media, whose publications include *Internet Retailer*, *B2BecNews* and *Internet Health Management*. "The 45 finalists represent a big range of companies, from big to small and across product categories. What they have in common is that they're investing heavily in selling online and breaking new ground as they compete for market share in the increasingly competitive e-commerce arena."

In July, *Internet Retailer* will publish its third annual awards issue, recognizing the 2017 Internet Retailer Excellence Award finalists and winners. This special edition will provide an in-depth look at all the nominees and winners—who they are, why they were nominated, best practices, insights from the winners and more. This report will be available for free download at http://www.internetretailer.com on July 21, 2017.

Tech Data e-commerce solutions at shop.techdata.com give customers the power of Tech Data at their devices, where they can search for products in the Tech Data catalog, receive current pricing, create formal quotes, submit purchase orders, track shipments and much more.

Click to tweet: .@Tech_Data captures two key Internet Retailer Excellence Awards for #Ecommerce #IRCE17

http://ow.ly/VMO830cn6Ez.

**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. 108 on the Fortune 500® and one of Fortune's "World's Most Admired Companies." To learn more, visit www.techdata.com, or follow us on Facebook and Twitter.

**Media Contact**
Wally Campbell
Public Relations Manager, Americas
Tech Data Corporation
480.794.7426
wally.campbell@techdata.com

To view the original version on PR Newswire, visit:http://www.prnewswire.com/news-releases/tech-data-captures-two-key-internet-retailer-excellence-awards-for-e-commerce-300470223.html

SOURCE Tech Data Corporation

News Provided by Acquire Media