![Tech Data logo]

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Tech Data Launches New Digital Platform to Enable Cisco Partners of the Future

CLEARWATER, Fla., May 22, 2018 /PRNewswire/ -- Tech Data (Nasdaq: TECD) announced today the launch of its Cisco 1Source portal, a revolutionary digital platform that enables Cisco partners to manage entire operational workflows with complete autonomy. Available exclusively from Tech Data, Cisco 1Source delivers a compelling suite of APIs that enable channel partners to customize business processes to make the best use of their resources and systems. Managed through a single screen interface, this new digital approach empowers partners to increase speed to market exponentially, optimize operational efficiency and reduce transactional costs in order to maximize profitability.

"It's our charter to put our customers in the best position to win and grow in a sustainable fashion," said Nicko Roussos, director of Cisco Solutions for the U.S., at Tech Data. "We've made significant investments that reinforce our commitment to elevating the customer experience to a level the channel has never seen. While the application is already intuitive, Tech Data encourages its partner community to leverage the white-glove onboarding approach to ensure maximum value is achieved."

As Cisco accelerates its efforts to provide customers the solution sets and offer structures they demand, Tech Data is adding value to both Cisco solutions and for its customers by masking operational complexity to ensure transformation does not become an impediment, but rather a catalyst for growth. This simplified approach using Tech Data's Cisco 1Source platform enables channel partners to navigate market transitions without having to make incremental operational or transactional headcount investments, while at the same time helping partners fluidly repurpose existing roles to focus on the customer. Those leveraging the platform have experienced increased productivity up to four times, and their deal win ratio has improved by ten percent.

"Digitization of our business processes is critical to simplicity in the channel, and Cisco is investing in APIs and capabilities to help our partners lead in this arena," said Andrew Sage, vice president of Americas Distribution, at Cisco. "Our goal is continuous improvement of the two-tier partner experience, and speed is of the essence. Tech Data has aggressively utilized our APIs to create a powerful experience for their partners."

"Cisco 1Source has been incredibly helpful and time-saving, and it gives us the ability to access an insurmountable amount of information that used to require emails or phone calls to our sales team, several times a day," said Michelle Padilla, CFO, Telcion Communications Group, a communications and IT solution provider and Tech Data partner. "The ability to look up estimated ship dates, tracking numbers and Cisco sales order numbers on the portal allows us to work more efficiently and gives us the ability to quickly provide these details to our own team when needed. This tool has added value to us as a partner and has proven to be a genuine game-changer."

Instructions for Access
Once logged into www.techdata.com with credentials, the platform can be accessed under the **BUY** menu on **Cisco 1Source**. For any questions, available trainings or customized whiteboard sessions, visit the Cisco 1Source information page, email ciscosales@techdata.com or call (800) 237-8931, ext. 77776, option 3.

Click to tweet: .@Tech_Data launches new #digital platform to enable @Cisco partners of the future; http://www.techdata.com/news.html.

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. 83 on the Fortune 500® and has been named one of Fortune's World's Most Admired Companies for nine straight years. To find out more, visit www.techdata.com or follow us on Twitter, LinkedIn, and Facebook.

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