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Emerging Vendors Look for Ways to Capitalize on Distribution Advantages in Solution Provider Channel

GTDC training and Summit conference shed light on best ways to partner in digital era

ST. PETERSBURG, FLA – April 21 2016 – The [Global Technology Distribution Council](#) (GTDC) is responding to emerging vendor demand for greater insight into channel business opportunities and how best to capitalize through GTDC members – the world’s leading distributors, driving more than \$130 billion in annual sales – with two new initiatives. First, the GTDC is hosting its inaugural Distribution & Channel Business Baseline session tailored for up-and-coming vendors at its popular Summit event in San Francisco, September 7-8. Second, the GTDC is introducing a U.S. training program to help these and other companies adopt best practices in forming and growing distribution partnerships. Both initiatives are open to vendors preparing to enter distribution or are already engaging technology distributors. The GTDC and its training partners are focusing on fast-growing companies in cloud, mobile computing, telecommunications and other emerging technology segments.

“Technology distributors vet and sign hundreds of new vendor partners to their line cards each year,” GTDC CEO Tim Curran said, noting that its members added more than 400 in the U.S. over the past two years.

“Many emerging companies struggle, however, to optimize distribution programs and activities simply because of inexperience. We’re taking steps to help them and our members connect in new ways that are mutually beneficial.”

Curran described the fast pace of industry change today as the impetus for the specialized training and networking opportunities that the GTDC is rolling out. “Smaller companies are very strategic for distributors, yet not all are ideal or ready for the channel as well as distributor partnerships,” he said. “We’re establishing forums and education options that bridge the gaps for vendors gearing up for exponentially greater business opportunity via distributors and their channel partners.”

Channel Business Baseline Set for U.S. Summit Location

The GTDC plans to launch Distribution & Channel Business Baseline for up to 25 vendors fitting its emerging vendor criteria, which helps ensure participants are ideal for distribution/channel business partnerships. This Summit session will feature Julian Dent, a highly regarded authority on channel and distribution-industry best practices as well as pitfalls to avoid in vendor-distributor partnerships. Dent’s company, VIA International and its global partner Quadmark, provide extensive related training (see page 2 for details). “We are carefully identifying attendees for this session, which puts emerging vendors face-to-face with leaders of multiple high-volume distributors -- in a casual setting specifically for their market segments and newcomer status,” Curran explained.

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“It’s not only a great opportunity to meet distribution decision makers; it’s a means of getting key questions addressed, followed by deeper dives during the rest of our Summit conference.”

Distribution & Channel Business Baseline will be hosted on the afternoon of September 7 at the Hyatt Regency San Francisco Airport -- prior to the opening of the 2016 GTDC Summit, which begins that evening with the Rising Star Awards dinner honoring the fastest-growing vendor partners through U.S. distribution partners. The Summit also features a keynote from [John Battelle](#), a renowned technology industry “futurist” who helped create Wired magazine, as well as unparalleled insight into distribution industry trends and channel sales drivers.

GTDC Partnering with VIA International and Quadmark on Distribution “Primer”

Emerging vendors looking for detailed instruction on the do’s and don’ts of distribution business should strongly consider related training now available from GTDC Education partners. The world’s most respected experts on technology distribution business, VIA International and Quadmark, began offering these two-day U.S. courses in California and Miami this month. Participants learn to:

- **Elevate** distribution partnerships, master the metrics
- **Increase** channel sales and marketing program ROI
- **Understand** how best to structure distributor incentives
- **Ensure** full command of channel business P&L drivers
- **Validate** their channel expertise with GTDC accreditations

“We’re hearing from our members as well as emerging tech companies that there’s a need to get connected beyond traditional methods, including social networking and other community-based forums,” Curran added. “Market dynamics continue to shift rapidly, and we see tremendous opportunity to help advance industry partnerships. Training and proactive communication will be instrumental to the channel’s success in the digital era – from vendor, distributor and solution provider perspectives.”

Emerging vendor contacts interested in the Primer training or U.S. Summit Channel Business Baseline event can request additional information via info@gtdc.org.

About The Global Technology Distribution Council

The [Global Technology Distribution Council](#) is the industry consortium representing the world’s leading tech distributors. GTDC members drive more than \$130 billion in annual worldwide sales of products, services and solutions through diverse business channels. GTDC conferences support the development and expansion of strategic supply-chain partnerships that continually address the fast-changing marketplace needs of vendors, end customers and distributors. GTDC members include AB S.A (WSE: ABPL), ABC Data, Arrow Electronics (NYSE: ARW), Avnet (NYSE: AVT), Computer Gross Italia (SES:MI), D&H Distributing, Ingram Micro (NYSE: IM), Intcomex, Logicom (CSE:LOG), SiS Technologies (HKSE: 0529), ScanSource (NASDAQ:SCSC), SYNEX (NYSE: SNX), Tarsus, Tech Data (NASDAQ: TECD) and Westcon-Comstor.