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GTDC MEDIA CONTACT:
Chuck Miller (813) 876-0414
cmiller@commcentric.com

Technology Distributors See Growth Trends in Europe

Stronger categories include software, telecom, data center, storage and servers

BARCELONA, SPAIN – October 8, 2015 – The [Global Technology Distribution Council \(GTDC\)](#) underscored a variety of European IT market growth trends during a session the organization conducted today at the [Canalys Channels Forum](#), October 6-8. Tim Curran, GTDC CEO, hosted a panel that covered the developments, including bright spots ranging from software and telecom to data center, storage and server computing. [GTDC members](#) are the world's most successful technology distributors, driving more than \$135 billion in annual product sales across the globe.

The GTDC and its subscription database partners, [GfK](#) and [CONTEXT](#), continuously monitor technology industry sales trends and other related market conditions in Europe. The organizations aggregate actual sales of IT distributors and corresponding attributes in a multitude of categories. The CONTEXT SalesWatch Distribution™ database, which covers 190 distributors and over 600,000 resellers for 90% of the European IT distribution market, reflects consistently higher weekly sales trends for the countries tracked on a fixed-exchange-rate basis. For the past three months ending in August, highlights include the following growth rates compared to the corresponding period last year:

- Data center and networking sales up 15% in Germany
- Telecom revenue in France accelerated 77%
- Server business grew 26% in Italy
- Storage sales increased 19% across Nordic countries
- Software revenue jumped 14% in Spain

“Europe got off to a relatively slow start in 2015, following a very strong 2014 driven by the PC refresh cycle. However, we are encouraged by accelerating growth in recent months across a broad spectrum of products, categories and geographies,” commented Curran, the GTDC CEO. “We’re also excited about how technology distributors continue to transform their business models during this time of dramatic industrywide change.”

The session Curran hosted at Canalys Channels Forum – New Service Paradigms Take Off! – featured a panel of technology distribution leaders from Avnet, Arrow ECS, Logicom Public, Ltd., Tarsus and Tech Data.

(continued)

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[Learn more](#) about how technology distributors are evolving and the many ways GTDC members continue to thrive in this new era of computing.

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 \$135 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, ALSO (SIX: ALSN), Arrow Electronics (NYSE: ARW), Avnet (NYSE: AVT), Computer Gross Italia, D&H Distributing, Esprinet (PRT.MI), Exertis, Ingram Micro (NYSE: IM), Intcomex, Logicom (CSE:LOG), Redington (BSE: REDI), SiS Technologies (HKSE: 0529), ScanSource (NASDAQ:SCSC), SYNEX (NYSE: SNX), Tarsus, Tech Data (NASDAQ: TECD), Westcoast LTD and WestconGroup

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