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INNOVATORS IN CLOUD, DATA CENTER, MOBILITY AND SECURITY DRIVE GROWTH THROUGH DISTRIBUTION

SAN JOSE, Calif. – September 10, 2014 – Technology distributors continue to attract new vendors with the most innovative technologies and services, driving enablement and sales in high-growth solution areas such as mobility, cloud, data center and security, according to the [Global Technology Distribution Council](#) (GTDC), which is sharing the latest trends here today at its 12th annual [GTDC U.S. Vendor Summit](#). The organization's members drive more than \$130 billion in global business – and, as GTDC research confirms, they continually evolve product, solution and service offerings based on fast-changing market requirements.

Technology distributors provide the industry's most comprehensive range of products, solutions and services to multiple business channels. Following are distribution developments associated with some of today's hottest technology categories:

- **Mobility:** New service offerings include mobile device management, channel training and enablement, connectivity and network testing, support services and device refurbishment and recycling.
- **Cloud:** Vendors count on distributors to drive their cloud services to the market, aggregating their solutions in a more efficient, productive way than the manufacturers could do themselves.
- **Data Center:** With solutions-oriented and vertical-focused resources expertise, distribution is serving as the hub for Big Data support for both vendors and solution providers.
- **Security:** Distributors drive enablement and penetration for new, complex security solutions that change on a near real-time basis, thanks to a never-ending amount of threats to information every day.

Companies in those high-growth solution categories are among the more than 300 new vendors that GTDC members have added to their collective line card in the last two years. They are also well-represented in the [2014 GTDC Rising Star Awards](#), presented last night and annually to technology companies showing the highest year-over-year sales growth in U.S. distribution based on The NPD Group's Distributor Track® reporting.

The innovation theme resounds throughout the two-day Summit event -- from the opening conversation keynote between HP CEO Meg Whitman and GTDC CEO Tim Curran at last night's Rising Star Awards dinner to a CEO

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LEADING INNOVATORS GROWTH THROUGH DISTRIBUTION

panel today that offers new insight on current developments in distribution. Extensive networking, analyst speakers and other panels round out the day, elevating strategies for successful distribution partnerships at all junctures.

“The technology industry thrives on partnerships in innovation, which can be incredibly disruptive when sea changes occur – as the developers and leading brands often change dramatically,” Curran commented.

“Distributors have transformed over decades, remaining a central force regardless of when and how the key players change in any given market segment. We’re seeing a lot of traction and momentum in today’s hottest technology categories, which are rapidly evolving with many new entrants as well as established companies contributing to the changing mix.”

New report released on ‘Rising Star’ winner attributes: How the Fastest Growing Got Ahead

To help new as well as existing distribution partners strengthen their distribution and channel results, the GTDC recently commissioned an independent report on 12 technology companies who have won the industry’s coveted Rising Star Awards. The report, “[How the Fastest Growing Got Ahead](#),” details what each of the technology companies see as instrumental in their highly successful distribution partnerships, plus their aggregate survey responses reveal interesting related trends. This report and others can be accessed on the GTDC website at www.gtdc.org/research.

About The Global Technology Distribution Council

The Global Technology Distribution Council (GTDC) is the world’s largest consortium of technology 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 ABC Data, AB S.A (NYSE: ABPL), ALSO (SIX: ALSN), Arrow Electronics (NYSE: ARW), Avnet (NYSE: AVT), Computer Gross Italia, D&H, Esprinet (PRT.MI), Exertis, Ingram Micro (NYSE: IM), Intcomex, Logicom (CSE: LOG), Officer Distribuidora, Redington (BSE: REDI), ScanSource (NASDAQ: SCSC), SiS Technologies (HKSE: 0529), SYNEX (NYSE: SNX), Tarsus, Tech Data (NASDAQ: TECD), Westcoast LTD and Westcon Group.

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