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Putting the Powers Together to Optimize Channel Business

*GTDC Summit EMEA Convenes with Top Distribution Leaders,
Channel Execs, Database Experts and Research Analysts*

Region's 'Rising Stars' Honored for Fastest Growth through Distribution

NOORDWIJK, THE NETHERLANDS – June 15, 2016 – In a move that signals a dynamic new dimension for the [Global Technology Distribution Council](#) (GTDC) and its popular Summit events in EMEA and the United States, the organization now takes relationship-building and third-party insight to unparalleled perspectives. The deeper value stems from a broader range of executive participants with top-tier partners and distribution leaders as well as the most esteemed independent authorities on technology channels and the database experts who track them.

The 2016 GTDC Summit EMEA conference began yesterday and concludes today, “raising the bar” beyond all previous GTDC events, according to GTDC CEO Tim Curran, who spearheaded the initiative with a cross-border team of regional specialists for the organization. GTDC members generate more than \$130 billion in annual revenue, and channel executive participants at Summit EMEA represent more than 40 IT companies. “We upped the value quotient to a much greater degree at this year’s conference,” Curran pointed out. “In addition to more proactively recruiting emerging technology companies as well as higher-level participation from established industry leaders, we diversified the content and sessions to a much greater extent.”

EMEA Rising Star Award Winners Announced

To close out the first day of Summit EMEA, the GTDC honored the region’s fastest-growing IT vendors at its Rising Star Awards dinner last night. The winners span a full cross-section of today’s most innovative technologies, from the cloud and mobile computing to data center, networking, security, Big Data and other advancing market segments.

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Here are this year’s GTDC EMEA Rising Star award winners based on [CONTEXT SalesWatch](#) Distribution database sales growth tracking from April 2015 to March 2016:

HARDWARE	
€25M – 100M	
LaCie (Seagate)	Gold
Wiko	Silver
Aruba Networks	Bronze
€100M – 500M	
F5	Gold
TP-LINK	Silver
AVM	Bronze
€500M – 1 BILLION	
Huawei	Gold
Microsoft	Silver
Lexmark	Bronze
€1 BILLION+	
Dell	Gold
Apple	Silver
Lenovo	Bronze
SOFTWARE	
Veeam	Gold
Autodesk	Silver
Oracle	Bronze

To learn more about GTDC research and database partners, go to: www.gtdc.org/research-reports/.

EMEA Conference Advances to be Applied in the United States

GTDC leaders plan to augment and apply Summit EMEA learnings in planning the organization’s [Summit in San Francisco](#), Sept. 7-8. Related activities are already well in progress, including preparation for a new “Channel Baseline” session specifically for emerging vendors, particularly in cloud, mobile computing and telecommunications segments. The organization is concurrently increasing its emphasis on training with VIA International and Quadmark partners that provide detailed certification courses centered on how to best work with technology distributors throughout the world. VIA International CEO Julian Dent will lead the special Summit North America pre-conference program.

“Newcomers often lack sufficient understanding of distribution business models,” Curran added, noting that the GTDC introduced a [research report](#) last month on how distributors are transforming in the digital era, featuring leaders from both sides of the Atlantic. “Our Summit conferences are an ideal means of getting acquainted with new players, while helping them and others better grasp the magnitude of their potential through distribution and the channel – including what it takes to thrive.”

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This year's Summit EMEA conference continued today with GTDC Vice Chairman Michael Long kicking off the morning. Long, who is also Arrow Electronics president and CEO, set the tone by underscoring the breadth and depth of the day's sessions, including Curran's State of Distribution address and subsequent Q&A with Hewlett Packard Enterprise Managing Director Peter Ryan. A leading economist, Sam Wilkin, shared an insightful regional outlook, and dozens of one-on-one meetings followed, plus nearly 20 breakouts, which the GTDC's General Manager of Europe, Peter van den Berg, declared "unprecedented" in the organization's 20-year history. Acclaimed "trendwatcher," author and keynote speaker Adjiedj Bakas ended the day's packed agenda with his riveting talk on The Digital Transformation of Capitalism.

"We felt compelled to do more because of how dramatically our industry is changing," van den Berg said. "It's always healthy to take a step back and re-think the vision, to advance the value proposition in unique ways that reduce barriers and strengthen results. We feel we struck the right balance of networking, best-practices sharing, research and database content. Attendees can now more immediately apply findings to their operations when they return from the Summit."

Breakout sessions were conducted by GTDC database partners CONTEXT, GfK and The NPD Group as well as researchers and other analysts from firms such as A.T. Kearney, Canalys, GE Capital Finance and IDC.

Topics included:

- The Financial Health of the IT Distribution Channel
- Disruptive Technology, Cloud and Shark-fin Market Cycles
- Vitality of Distribution: Emerging Revenue Opportunities Across the Value Chain
- Advancing Channel Value Propositions and Programs that Really Work in Distribution
- Revenue Opportunities Developed from New Panel Metrics in the CONTEXT Labs
- Distribution & SCM in 2020
- Responding to the Changing B2B Channel Landscape
- Cybersecurity and Datacenter Trends
- The Internet of Things: A New Path to European Prosperity

For more information about GTDC events, go to www.gtdc.org/gtdc-events/

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 (WSE: ABC), 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.