



Tech Data Named 2018 Insight Synergy Award Winner as Distributor Partner of the Year

December 5, 2018

Recognized as Distributor Partner of the Year for championing "help-versus-sell" approach while driving revenue growth

CLEARWATER, Fla., Dec. 5, 2018 /PRNewswire/ -- [Tech Data](#) (Nasdaq: TECD) today announced that it has received the 2018 Insight Synergy Award for Distributor Partner of the Year during the Synergy19 partner event held by [Insight Enterprises](#) at the Arizona Biltmore on November 14. Tech Data was specifically recognized for embracing a "help-versus-sell" approach when collaborating with Insight. This meaningful connection has helped drive Tech Data's Insight revenue growth at 22 percent year to date, eclipsing 30 percent in the third quarter.



"This award is the culmination of the Tech Data and Insight teams' hard work during the year to drive new market opportunities and grow the business at an accelerated pace," said Marty Bauerlein, senior vice president, Sales, North America, at Tech Data. "Our best-in-class converged infrastructure capabilities, vertical market solutions, training expertise and enablement, and enterprise-level services offerings are helping Insight solve its customers' business challenges more effectively."

The annual Insight Synergy Awards celebrate exceptional partners whose solutions and services connect seamlessly with Insight Intelligent Technology Solutions™ for one simple purpose: creating meaningful connections that help businesses run smarter. This year's Synergy theme, "Connect," emphasized the importance of collaboration to provide more value to clients who are balancing competing demands of managing today's IT needs while transforming for the future.

"Our world is growing more and more connected, and finding ways to intelligently use data to drive workforce productivity and enhance customer experiences requires strong partners who can ease the strain on clients' IT," said Bob Kane, senior vice president of product marketing, Insight U.S. "Through our combined strength, Tech Data and Insight are providing full-service solutions that deliver real outcomes to complex business problems."

For more information, visit www.techdata.com or call 1-800-237-8931.

[Click to tweet](#): .@Tech_Data named 2018 @InsightEnt Synergy Award winner as #Distributor Partner of the Year; #Synergy19. Learn more at <http://investor.techdata.com/news-releases>.

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](#).

About Insight

Today, every business is a technology business. Insight Enterprises Inc. empowers organizations of all sizes with Insight Intelligent Technology Solutions™ and services to maximize the business value of IT. As a Fortune 500-ranked global provider of Digital Innovation, Cloud + Data Center Transformation, Connected Workforce, and Supply Chain Optimization solutions and services, we help clients successfully manage their IT today while transforming for tomorrow. From IT strategy and design to implementation and management, our 6,600+ employees help clients innovate and optimize their operations to run business smarter. Discover more at insight.com. NSIT-M

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