Tech Data & Brocade Initiative’s Partnership Focuses on Recruiting, Educating, & Enabling Resellers

Tech Data Corporation; Brocade

Clearwater, FL-- Expanding its advanced technical support capabilities and enablement tools, Tech Data Corporation [1] (Nasdaq:TECD [2]) has announced the launch of a Campus network-focused initiative in collaboration with Brocade (Nasdaq:BRCD [3]).

Through the initiative, Tech Data will focus on recruiting, educating, and enabling networking resellers on the full Brocade portfolio of innovative wired and wireless solutions. These solutions enable end users to deploy simple, automated, high performing networks sized to fit their business and network needs, promoting lower total cost of ownership and superior end-to-end network management.

"The Campus initiative delivers value through comprehensive training and education on the full Brocade portfolio," said Chuck Bartlett, vice president and general manager, AIS Division at Tech Data. "Through the Campus initiative, Tech Data will enable Brocade partners to accelerate their revenue and market share growth of Campus products."

The Campus initiative will focus on expanding call center support capabilities, market-based analytics, pre-sales engineering support, and solutions-focused enablement. Training will include educating partners about the installation and service of Brocade networking solutions.

"We are delighted that Tech Data is dedicating its resources to showcase the innovative and game-changing Brocade Campus network portfolio," said Regan McGrath, vice president Worldwide Channel Sales and Marketing at Brocade. "The sophisticated training and education that is going into this partnership will provide our channel partners with a great set of tools and support to help them be successful in offering and implementing Brocade Campus network solutions."

The comprehensive enablement initiative is intended to spur the revenue and market share growth of Brocade Campus products through the distribution channel, particularly through leveraging Tech Data's channel of over 11,000 networking VARs in the United States.

"As a full service technology partner for over 30 years with clients throughout Texas, ComputerLand Network Technologies relies on its distributors and manufacturers to deliver industry-leading expertise and product," said owners Keith Bailey and Dave Pickens at ComputerLand. "The high level of service provided through our partnership with Tech Data has helped us successfully navigate through Brocade Campus networks. Tech Data continues to work with us through every step

of the process, so that we can fully utilize Brocade's portfolio of innovative networking solutions. Tech Data and Brocade are making a strategic investment in our success with great results -- they really understand our business needs."

For more information visit www.techdata.com [1].

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Links:
[1] http://www.techdata.com
[2] http://www.google.com/finance?q=Nasdaq%3ATECD&ei=axMcUcCLEYGRqgH-7AE
[3] http://www.google.com/finance?q=Nasdaq%3ABRCD&ei=aBMcUfhV1PSsAfLpAQ