

Chart a New Channel Course with StreamOneSM from Tech Data

Why Tech Data:

22,000+ active U.S. IT resellers

270+ sales people

8,500 marketing activities

85 reseller-focused industry events

1.4 million unique techdata.com visitors per month

About Tech Data:

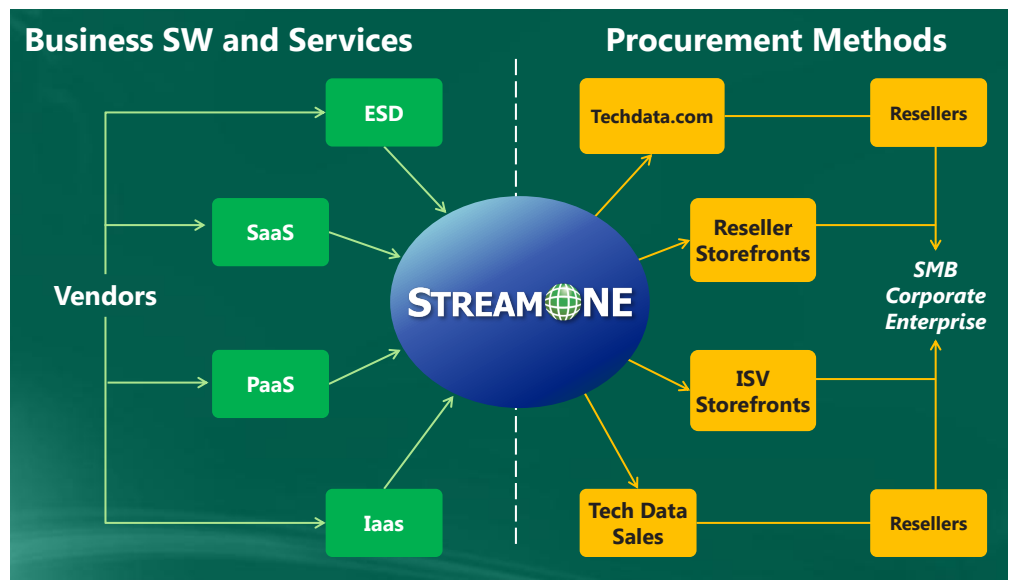
- In distribution for 36 years
- Ranked 109 on FORTUNE 500
- Sold \$36.5M in IT products per day in the U.S. in 2010
- 450+ vendors (leading manufacturers and software publishers)

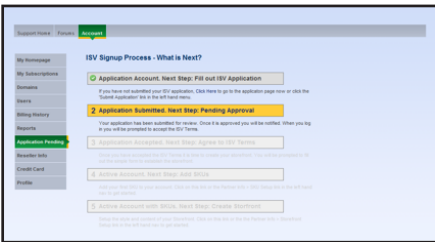
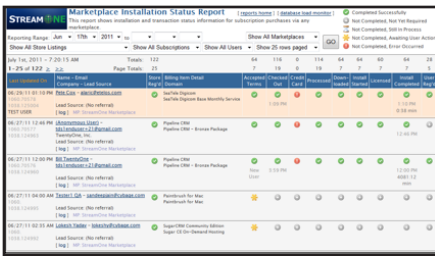
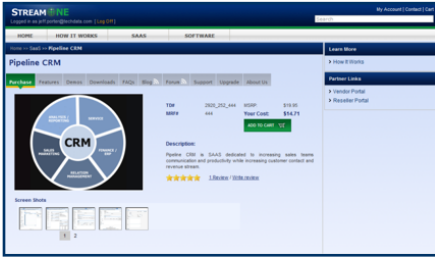
StreamOneSM is an end-to-end provisioning, billing and marketing engine. It provides Independent Software Vendors (ISVs) and Cloud providers a platform for offering SaaS, ESD, PaaS, IaaS, and other products and services.

StreamOne solves the problem of developing a channel presence through traditional distribution models. Using the StreamOne self-service, wizard-driven portal, ISVs aligned with Tech Data can establish a channel presence by creating a unique and customizable landing page where you can market your products and services to our reseller community. This page can include, but isn't limited to, product images and descriptions, technical specs, FAQs, case studies, brochures, and reviews and rating systems. With StreamOne, you can concentrate on growing your

business in the channel and becoming more profitable while Tech Data's platform handles the marketing, sale, and fulfillment of your product or service. This end-to-end solution alleviates administrative and back office pain points such as billing and provisioning, software key delivery, and software downloads. It also provides access to channel-ready marketing tools and delivers key sales strategies enabling you to close deals more efficiently.

With Tech Data and StreamOne, you can now easily chart a new, more lucrative course in the IT channel. ISVs interested in learning more about StreamOne can register at www.techdata.com/streamone.





Tech Data's Vertical Reach

As one of the largest IT distributors, Tech Data has substantial reach in the channel touching more than 25,000 resellers and their numerous end-user customers in variety of vertical markets.

Vertical Markets	Reseller Reach	End-User Reach
Government	9,000	218,000
Manufacturing	8,300	150,000
Healthcare	7,300	130,000
Insurance	3,800	33,200
Banking	4,100	24,000
Financial	4,100	14,000
Communications	2,300	12,000

Features

- Customized Storefront
- Product Portal
 - o Technical Specification List
 - o Demos (static/video)
 - o Whitepapers
 - o Product Image Upload
 - o Customized Storefront
 - o FAQs
 - o RSS Support (Blogs/Forums)
- Electronic Software Download (ESD)
- Software as a Service (SaaS)
- Infrastructure as a Service (IaaS)
- Platform as a Service (PaaS)

Marketing Offerings

Inclusive

- Product Promotions
- Access to more than 22,000+ active resellers
- Access to Marketing Account Executive (AE) to help design, create and implement custom campaigns
- Renewal campaigns

Customized Opportunities

- Banner on StreamOne home page
- Featured Product Showcase
- Margin Ads
- Banner on techdata.com linking to StreamOne product page
- Reseller Campaigns

Services:

Reporting

- Sales Reporting
 - o Conversion Report
 - o Purchase Order Report
 - o Aggregate Sales Report
 - o Recurring Billing Forecast
- Traffic Reporting
 - o Home Page
 - o Product Listing Hit
 - o Unique Hit and User Counts
- Installation Dashboard
 - o Download
 - o Install
 - o Register