

- > Increase margin
- > Scale your business
- > Utilise time
- > Maximise opportunities
- > Utilise your resources
- > Reach your target audience
- > Improve your logistics intelligence with us
- > Broad expertise



The Difference in Distribution™

Welcome to the 10th Edition

PC Systems

We all Need PCs

Everyone needs a client device and that's why the PC – in all its many forms – remains at the heart of all solutions and all sales. PCs continue to be critical to the channel. We simply can't deliver complete solutions without them.

Tech Data's PC Systems team is here to help you with every aspect of your customers' and your own needs – from identifying the right PC solution to recommending add-ons and accessories that can help you maximise the profit of every sale.

We can offer you the widest choice, the best availability and logistics support, and a range of tools that make it easy and efficient for you to do business on PC systems.

The PC market in 2015

Gradually, after two years of modest declines, PC sales are rising again. Gartner preliminary estimates (see www.gartner.com/newsroom/id/2960125) put worldwide PC shipments at 83.7 million units in the fourth quarter of 2014 and over 315.9 million units for the year. Just over one third of Q4 global shipments – 26.5 million units – were made in EMEA.

IDC's estimates for EMEA shipments (see www.idc.com/getdoc.jsp?containerId=prUK25389715) are almost identical at 25.5 million unit shipments for Q4 2014. While this was an increase of just 2% year-on-year, Western Europe saw stronger growth of 10.7%, according to IDC. While the analysts don't give a public breakdown of individual country sales, we know that sales growth in UK is even stronger than it is across most of Europe – and that the momentum is continuing in 2015.

Gartner noted that the market is now settling into a more stable period after absorbing the impact of the tablet form factor. 'The PC market is quietly stabilising after the installed base reduction driven by users diversifying their device portfolios. Installed base PC displacement by tablets peaked in 2013 and the first half of 2014. Now that tablets have mostly penetrated some key markets, consumer spending is slowly shifting back to PCs', said Mikako Kitagawa, principal analyst at Gartner.



Businesses have stuck with 'standard' PCs all along and many used last year's end of support on Windows XP to upgrade systems. IDC said that commercial demand for portable PCs remained strong in Western Europe, increasing 12.6% in Q4. Overall shipment growth for portable PCs in Western Europe was 15.9%, although for desktops it was a much more modest 1.6%.

In 2015 the end of support on Windows Server 2003 is expected to trigger a further round of activity, as customers look to make the best use of new features in Windows Server 2012 R2 and online services. Similarly, customers in all segments of the market will be looking for device that will give them the flexibility to connect to centralised resources and cloud services while they are on the move and in the office.

James Reed, Director Systems and Software at Tech Data UK, expects the new generation two-in-ones to prove disruptive and says good opportunities will be created as a result. 'Tablet will continue to be the big theme in 2015 but there are two quite distinct major trends taking place now. First of all we are seeing customers making more definitive choices. The wider set of options available compels them to be more selective. Some are going back to conventional laptops, small-footprint desktops or powerful workstations, while others are standardising on convertible or multi-mode devices.

'We'll also see rapid growth of simpler hybrid tablets for content consumption as the new generation of extremely power-efficient and affordable devices – some running Windows 8.1 others running Chrome – come to market. This will stir up a lot of disruption, excitement and activity in the SoHo, education and student markets, so it could be a really interesting year.'

Editor: Larisa Lucaciu,
PC Systems Marketing Development Manager.

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Who has the biggest share?

According to Gartner, Lenovo was the worldwide leader in PC shipments in the fourth quarter of 2014, with 19.4% of the market (see table). The share difference between Lenovo and HP narrowed in the fourth quarter of 2014 with HP growing 16% and garnering 18.8% of the market. HP has expressed its commitment to the device market, and it has started to show a positive result with strong growth in the US. HP’s growth in EMEA and Asia/Pacific also exceeded the regional average.

Preliminary Worldwide PC Vendor Unit Shipment Estimates for 4Q14 (Thousands of units)

Company	4Q14 Shipments	4Q14 Market Share	4Q13 Shipments	4Q13 Market Share	4Q14-4Q13 Growth
Lenovo	16,284.8	19.4%	15,153.4	18.3%	7.5%
HP	15,769.6	18.8%	13,591.3	16.4%	16.0%
Dell	10,674.1	12.7%	9,810.6	11.8%	8.8%
Acer Group	6,786.9	8.1%	6,083.4	7.3%	11.6%
ASUS	6,259.8	7.5%	6,220.2	7.5%	0.6%
Others	27,971.5	33.4%	32,070.0	38.7%	-12.8%
Total	83,746.7	100.0%	82,929.1	100.0%	1.0%

Notes: Data includes desk-based PCs, notebook PCs, premium ultramobiles and all Windows-based tablets. It excludes Chromebooks and other non-Windows-based tablets. All data is estimated based on a preliminary study. Final estimates will be subject to change.
Source: Gartner (January 2015)

According to IDC, the top three players in EMEA account for more than half of the market and the top five for more than 70%.

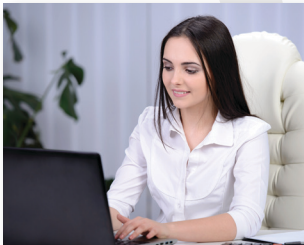


- HP outperformed the market and consolidated its share at more than 23% in EMEA. The vendor made strong gains, particularly in the portable PC area, with solid 29% growth, taking the lead in both product categories, despite a small contraction in desktop shipments. New products like Stream and convertibles were very prominent during the holiday season promotions.
- Lenovo maintained the strongest growth among the top players, continuously beating market expectations across EMEA and reaching almost 20% share in Q4. It saw very significant growth in southern Europe (Italy, Spain, Greece, and Portugal).
- Dell grew faster than the market and consequently gained shares in EMEA. The vendor performed well in portable PCs and particularly in CEE. A consistent and strong strategy execution supported this.
- Acer recorded a softer performance, in part due to an unfavourable year-on-year comparison. Results in Western Europe were better than in the other sub-regions. Desktop shipments grew slightly while the vendor increased its focus on tablets.
- ASUS continued to grow aggressively in the desktop market, albeit from a small base, while the success in the tablet market seems to have come at the expense of portable PC shipments, which contracted slightly.

Top 5 Vendors: Europe, the Middle East, and Africa (EMEA) PC Shipments* 4Q14 (Preliminary) (1000 Units)

Vendor	4Q13 Shipments	4Q14 Shipments	4Q13 Share	4Q14 Share	4Q14-4Q13 Growth
HP	5,198	5,952	20.8%	23.3%	14.5%
Lenovo	3,828	5,020	15.3%	19.6%	31.1%
Dell	2,376	2,491	9.5%	9.8%	4.8%
Acer Group	2,552	2,487	10.2%	9.7%	-2.5%
ASUS	2,276	2,201	9.1%	8.6%	-3.3%
Others	8,818	7,399	35.2%	29.0%	-16.1%
Total	25,048	25,549	100.0%	100.0%	2.0%

Source: IDC EMEA Quarterly PC Tracker, Preliminary Results, 4Q14, January 2015. *Includes Laptop shipments.



Tech Data’s key vendor partners and where they play



MSI is the leading name in all-in-one gaming laptops and offers a comprehensive range of models to suit the needs of all enthusiastic PC game-players. If you have customers who want performance and graphics that are tuned to getting the best out of leading titles and interactive games, MSI is the ideal choice – and Tech Data stocks the full range.



Acer is building on its established presence and continued success in the consumer and SoHo markets to press its case in the business sector. The Acer Promise initiative provides a guarantee to resellers and customers in four areas – Reliability, Performance, Trade-Up and Promotion. Essentially it promises to match anything else that’s available from any other vendor and thus make Acer a risk-free choice for businesses and partners that will drive good all-round investment protection.



With Windows and the Office suite, Microsoft provide the familiar and efficient operating environment that enables professional, business and home users to get the very best from their hardware investment, and on Office 365, the productivity they need to be productive at all times. As Microsoft’s leading distribution partner, Tech Data is perfectly placed to ensure you get the very best results out of Microsoft technologies and the company’s partner programme.



Intel’s latest 4th-generation processors are at the heart of most PC systems being deployed today. The company is also leading the way in ultra-compact PC designs with its NUC concept, which now includes support for 2.5-inch drives and MSATA, as well as amazing performance and visually stunning graphics, all packed into and innovative small form factor. This flexible, customisable engine is ideal for driving home theatre PCs, media servers, and intelligent computing for small spaces.



ASUS has applied its expertise in motherboards and components to producing excellent range of desktop and portable systems. Access to all the latest technologies and its own extensive manufacturing resources make ASUS a powerful player in the global PC industry. Whether it’s consumer, business or public sector, ASUS has a product that will meet customer requirements. ASUS and Tech Data have created a dedicated portal that will tell you everything you need to know about ASUS and its solutions and programmes.



HP is the recognised market leader and the prime PC brand in both the business and consumer markets. Tech Data is the company’s largest distribution partner and we can provide you with all the information you need and fast access to bid support on HP’s mobile, hybrid, desktop and workstation systems. We offer comprehensive attach options for HP PCs and can arrange hands-on demonstrations and offer pre-shipment configuration on HP systems.



Lenovo is the fastest-growing vendor in the market. The company’s innovative and inspiring designs have made it a popular choice for SMB and consumer customers and its comprehensive range is also leading to successes in the public sector and enterprise market. Lenovo has already become a credible and respected PC brand and Tech Data is working closely with the company and its partners to continue its development and growth.



Panasonic’s ToughBook and Toughpad mobiles are designed to withstand the toughest of conditions. There are models designed to suit all kinds of different environments – for construction sites, manufacturing, utilities, the emergency services, the military, police and others, and they are the automatic choice for many customers in these industries. Systems can be customised and specifications are impressive. The company has a good partner programme and Tech Data has dedicated resources to support your sales too.



Toshiba has always had a reputation for leading the way in portable systems and its current range offers stylish looks, strong functionality and reliable performance. Toshiba remains the preferred choice of many business and home users who want a capable, durable, reliable mobile PC systems that offer solid, dependable performance and exceptional ROI. From a reseller’s perspective, Toshiba systems are easy to sell and to support, so they make life easy for everyone.



Fujitsu has been investing strongly in channel support and growing its sales to both the public sector and commercial markets. The company capped a great year in 2015 by being named Vendor of the Year by CRN. With its excellent LIFEBOOK laptops and Ultrabooks, ESPRIMO desktops and CELSIUS workstations, Fujitsu has the product range to appeal to all customers in all markets and offers tremendous backing and support in competitive situations.

Key benefits

- Building and maintaining strong partnerships with leading PC Systems vendors
- Increasing productivity through various strategic programmes driven by Tech Data
- PC vendors Partner programmes offer competitive pricing, reward, rebates and marketing collaterals.



Corporate and SMB

Tech Data Corporation is one of the world's largest distributors of technology products, services and solutions. Its advanced logistics capabilities and value added services enable 115,000 resellers to efficiently and cost effectively support the diverse technology needs of end users in more than 100 countries. We also want to help you build your business and take you to new heights of success. Business is a relationship founded on communication, that's why you will have a direct line to your sales and support teams when you open an account with us in our SMB team.

Tech Data's corporate and SMB teams work closely with our PC System Vendors to build a strong working relationship to reflect the vendors' success throughout these business areas, ensuring that we have up to date product knowledge and the best deals available for our resellers and customers.



- The most trusted and established brand in the IT market
- Enhances your credibility with customers
- Unrivalled range of mobiles, desktops, workstations and tablets to suit all business needs
- Rapid-response bid-support ensures you can compete for every HP opportunity
- Extensive range of products and services add-ons and attach options give you more potential to add value.



- Proficient range of powerful systems that suit all needs
- Eco-friendly manufacturing processes
- Great security on all models
- Tested and reliable – ASUS is renowned for its stringent durability testing
- Reliability Programme guarantees ROI for the customer
- Superb looks on the outside and intelligent use of technology inside
- Dedicated Tech Data microsite gives you access to all the information you need



- Fastest-growing PC systems brand on the market
- Innovative, eye-catching designs that make the best use of the very latest technology
- Exceptional hybrids, tablets and laptop ranges
- Tremendous power and functionality across the range
- Models to suit the needs of every business – large or small.



- The long-term established leader in mobile PC systems
- Exceptional range that spans all customer needs – from high performance and lightweight Ultrabooks to dependable and affordable laptops
- Stylish looks combined with exceptional reliability and construction
- Great offers on warranty and support that make Toshiba systems easy to sell and easy to support.



Asus Chromebooks represent one of the latest IT solutions for corporate space. Virtualisation, easy access to shared data and cost effectiveness are just a few of the benefits of using Asus Chromebooks in the corporate space.

Built-in malware and virus protection (via TPM and an OS that updates every six weeks) multiple layers of security and verified boot help keep you safe from viruses, malware and other computer nasties.

Keeps your files safe with Google Drive built in, your files and photos are automatically backed up. You get 100 GB of storage for free. The Chromebook updates itself, for free. So you always have the latest and greatest version. No need for manual downloads and upgrades and a device which gets faster, not slower over time.



- Leader in ruggedised notebooks and tablets
- Ideal for customers with mobile staff operating in hazardous or challenging environments
- Performance and features to match any other product line on the market
- Dedicated pre-sales support available from Tech Data.



- Easy to use – Acer prides itself on making its systems easy to use manage and deploy
- Reliable systems that are built to last and incorporate innovative design features that ensure Acer systems can withstand the wear and tear of everyday use
- Multi-level security guarantees the safety of networks and data
- Environmentally-responsible approach to manufacturing and Acer systems meet high standards on energy consumption and reduction of hazardous materials
- Rigorous testing to ensure that Acer systems meet the needs of customers
- Acer Promise – gives you and your customer guarantees on Reliability, Performance, Trade-Up and Promotion.



- Trusted professional brand, renowned for exceptional quality and reliability
- Environmentally and ethically sound approach to R&D and manufacturing
- Systems are designed to meet the challenges of the business world, offering outstanding value for money, security and performance.
- Laptops, desktops, workstations and tablets available for all requirements
- Combines Japanese expertise with German precision to achieve exceptional ROI
- Excellent Partner Programme and bid support means you can always compete with Fujitsu.



Intel's fourth-and fifth-generation Core processors deliver the performance and control that professional users need. They deliver amazing performance and security with the added management capabilities of Intel® vPro™ technology. There are Intel platforms for every type of user, all-in-ones, convertibles, detachables, Ultrabook™ devices, two-in-ones, ultra-thin clamshells, and tiny footprint desktop PCs, all powered by Intel's efficient processors.

Windows 8.1

Microsoft Windows 8.1 offers all the benefits of touch technology for customers and where that's not a requisite, Windows 7.0 provides the familiar environment that enables professional users to maximise their productivity, whether they are working at the desktop or on the move. With Office 365, business users can make use of all Microsoft's everyday productivity tools and easily store and share information with colleagues across the cloud. Tech Data's Software team can offer you all the support and assistance you need on selecting and delivering the right Microsoft solutions for your customers.



Contact the team on 01256 788 333 or visit www.techdata.co.uk



Our aim is to be the distributor of choice for resellers selling to the Public Sector. As this sector becomes increasingly open and accessible, Tech Data supports you with resources and pricing to grow.



- Tried and trusted name with strong public sector credentials
- Strong established presence in servers, networking and software
- Exceptional bid support available on PC systems to ensure partners can compete
- Strong industry partnerships and corporate credibility
- Supported by wide range of services options.



The powerful ASUS Chromebox is the perfect solution for businesses, schools or the public sector, especially those already looking at reducing costs via free Education Cloud storage on Google Drive and free Google Apps for Education (with 1.3m UK education users already!) With easy out-of-the-box setup, integrated virus and malware protection and feature-enhancing updates, ASUS Chromebox always starts up in seconds to get you to your favourite websites and apps instantly.



- Well-established and trusted player in the public sector market
- Specific focus and support available for education customers
- Special-bid pricing and support available
- Exceptional range of solutions that meet public sector compliance and procurement requirements
- Customised solutions for specific public sector deployments.



- Innovative features and design
- Excellent performance, features and value
- Systems that suit all needs with great security on all models
- Eco-friendly manufacturing processes
- Reliability programme – all ASUS systems undergo stringent durability testing
- Dedicated Tech Data microsite gives you access to all the information you need.



- Well-known name in education and across the public sector
- Robust, reliable, practical range of products to meet all requirements
- Strong technical reputation
- Superb warranty and returns processes
- Special bids available for public sector deals.



- Well-known brand offering excellent performance, features, reliability and ROI
- Systems designed to be easy to deploy, use and manage
- Environmentally-responsible approach to manufacturing and meets high standards on energy consumption and reduction of hazardous materials
- Acer Promise provides resellers and customers with guaranteed ROI
- Multi-level security guarantees the safety of data
- Competitive pricing and bid support.



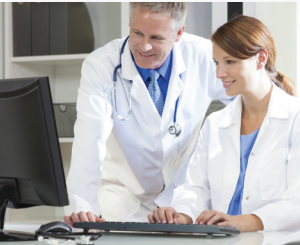
- Growing presence in the public sector market
- Great combination of performance, features and affordability
- Special bid pricing available for public sector deals
- Comprehensive range that can meet all needs, from primary schools up to local government departments and specialist mobile
- Pre-sales support available via Tech Data.



- Market-leading ruggedised systems are suited perfectly to specific needs in public sector
- Established as de-facto choice for many emergency services
- Performance and features to match any other product line on the market
- Dedicated pre-sales support available from Tech Data.

Key benefits

- Dedicated public sector reseller support
- Competitive public sector pricing and promotions accessible online
- TAP programmes available
- Content and resources to help you grow your business.



Consumer

Consumers are driving technology today, and you need a partner who is moving at the speed of the consumer. Tech Data support brick and mortar, ecommerce, as well as the prosumer in the middle, and understand the balance necessary to be competitive in today's fast-paced environment. You want a compelling assortment while managing to budget.



- First choice for devoted gamers
- Strong market following
- Amazing response times and graphics performance
- Great range of powerful products
- Superb retail branding.



- Reputation for offering powerful systems that are great for gaming and entertainment
- Strong technical credentials make it a popular choice for gamers
- Tested, reliable and secure with assured investment protection
- Excellent design and sleek looks
- Dedicated Tech Data microsite.



- Popular brand that's synonymous with exceptional price-performance
- Broad product range with strong appeal for home and student users and great retail support
- Easy to use – Acer prides itself on making its systems easy to use manage and deploy
- Reliable systems that are built to last and incorporate innovative design features
- Environmentally-responsible approach to manufacturing and energy consumption
- Close partnership between Acer and Tech Data assures you of best product availability right across the Acer range.



- Office 365 is perfect to attach to any consumer PC system
- Customers can easily and securely store, access and share information in the cloud
- TD Activate-here download and activation makes it easy to stock full range
- Windows 8.1 offers all the benefits of touch technology
- Enables customers to get the very best from their hardware investment.



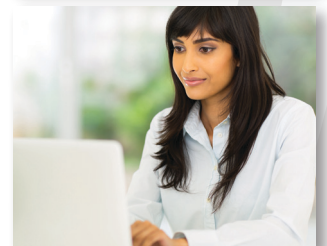
- Popular choice for home, personal and student users who want a dependable PC
- Leading, trusted brand that everyone knows and trusts
- Broad range of products with great features and prices to match the needs of all customers
- Trusted brand in home computing and printing.

PC Systems

Office 365

Attach Office 365 at the point of sale – the quick, easy and low-cost way to boost your revenues.

TD Activate-here makes it very easy for you to attach Office 365 to every PC sale. With Activate-here, you can offer customers all available options, without having to purchase or hold any stock and without all the hassle associated with returns. With Activate-here, you simply place the order online at the time of purchase. The transaction is completed within moments, enabling the customer to download and activate their software almost immediately. It's a great way of extending your offering and driving additional revenues at no extra cost. For more information on TD Activate-here, please email Nicholas.Standliffe@techdata.co.uk.



Contact the team on **01256 788 333** or visit www.techdata.co.uk



Vendor Promotions

PC Systems

Panasonic TOUGHBOOK

Panasonic has created the highly mobile, lightweight and stylish Toughbook CF-AX3 Windows 8.1 Ultrabook, inspired by Intel. Innovative and durable 360-degree hinge you can save £500+ with Tech Data today!



TOSHIBA Leading Innovation >>>

With a powerful laptop and high-performance tablet in one device, the Portégé Z10t-A Ultrabook from Toshiba adapts to any professional's changing needs. Over £380 OFF Toshiba's Portege for further information please contact your Account Manager.



ASUS Google

ASUS Chromebox is the world's smallest Chrome device, measuring just 124 x 124 x 42 mm. With its slim and compact design, it can fit anywhere in your home and look just right. Incredible offers are now available for the Asus Chromebox range. Call your Tech Data account manager for more information!



FUJITSU

Great Desktop Deals – you can use configuration options to meet your specific hardware needs, while staying within your budget. For more information check out <http://intouch.techdata.com> now! A set of offers are available at Tech Data for Fujitsu desktops. Check on InTouch latest pricing and place your order now! Offer available while stock lasts only,



lenovo FOR THOSE WHO DO.

The perfect notebook for day-to-day computing tasks Lenovo ThinkPads - £50 support built into the number and £75 end user cash back! A premium solution that adapts to your needs! Call your Tech Data representative today.



Performance you want. Value you need. The HP Z420 gives you professional expandability in an accessible tool-free mini-tower form factor – all at a great price. Get the HP Z420 & NVIDIA K2000 Graphics card for just £1080 saving you over £250. Offer only available while stock lasts!



acer

Don't miss out on the Acer V196Lbmd V6 Series Monitor – explore the angle that's perfect for you with this Professional series monitor, which tilts, swivels, pivots and adjusts for height to achieve the optimal position for extended viewing. Under £80 while stock lasts!



Exclusive Cooler Boost technology allows user to cool down the system temperature 5-10% in a minute! Visit our Intouch website for a Top quality Desktop for Gamers. Get yours today!



Contact the team on 01256 788 333 or visit www.techdata.co.uk

Vendor Programmes

PC Systems

With over 150 vendors, our vendor portfolio is one of the largest in the channel. Covering a wide range of technology, we have the choice and product availability unparalleled anywhere in industry, allowing us to take technology to market. To sustain the strong connection with their partners, the majority of PC Systems vendors have implemented strategic programmes to increase productivity.



Partner Programme benefits: Dedicated internal and external account management; half-price demo kit; co-branded marketing material; inventory reporting; rebates; end-user cashback promos.

Partner Programme entry criteria: Have to be a partner and willing to engage with Fujitsu directly (some rebates require exam pass).

Rebates available: SELECT up to 8% and P4P up to 4% (not mutually exclusive).

Standard & available warranties: Notebook – C+R, standard one to three years with option to extend to five years; Desktop – onsite standard one to three years with option to extend to five years; Server – onsite standard one year for single socket, three years for dual socket models with option to extend to five years.

Special bids available: Yes (min of £5k client and £1k server) competitive bids preferred but not always required.

Bid process: Must provide – end user, close date, specification, volume, business justification (competitive bid preferred) to: Server primergybiduk@uk.fujitsu.com; Laptop notebookbiduk@uk.fujitsu.com; Desktop desktopbiduk@uk.fujitsu.com.

Marketing resources available: images through the media portal <http://mediaportal.ts.fujitsu.com/pages/portal.php> and co-brandable assets through the programmes portal.

Public Sector pricing: TAP only at this stage, others available seasonally or upon request to bid desk.

Key contacts: Chris Bates – email chris.bates@tech.data.co.uk.



Partner Programme benefits: N/A.

Partner Programme entry criteria: N/A.

Rebates available: We can look at rebates but are dependent on the size of the market available to Asus, and Asus setting and agreeing certain targets.

Standard & available warranties: All products come with a standard one year global warranty and extensions up to three years, locally available on most products.

Special bids available: All products are biddable.

Bid process: We require reseller, SKU, quantity, end user details, and any competition or budgets/target prices to ensure we are competitive to win the business.

Marketing resources available: We have a dedicated marketing team looking after distribution and the UK channel. TD have full access to all our marketing assets available on our portal.

Public Sector pricing: Public sector pricing is available upon request.

Key contacts: Sarah Flannigan (Consumer) – email Sarah.Flannigan@techdata.co.uk; Josh Hensman – Joshua.Hensman@techdata.co.uk.



Partner Programme benefits: Receive preferential pricing, marketing support, access to marketing collateral, HP account management plus sales incentives.

Partner Programme entry criteria: No minimum requirement. You must just be a registered UK reseller.

Rebates available: Sign up with HP to earn quarterly rebates where applicable.

Standard & available warranties: Warranty ranging from 1yr to 3yr on-site for Elite products.

Special bids available: Register your opportunity for special bid pricing.

Bid process: Register your opportunity online or with your account manager for supported bid pricing.

Marketing resources available: Marketing portal provides you with the collateral you need.

Public Sector pricing: Specific product and public sector pricing available.

Key contacts: Ross Turner, Business Development Manager - email Ross.Turner@Techdata.co.uk.



Partner Programme benefits: Access to special bids, eligibility for co-marketing budget.

Partner Programme entry criteria: Agree to T&Cs.

Rebates available: Once up to Premium.

Standard & available warranties: Depends on product type, from one- year RTB to three-years on-site as standard.

Special bids available: Once signed up to partner programme.

Bid process: Requested via Lenovo Bid Portal (<http://bp.lenovo.com>).

Marketing resources available: Yes – via partner portal.

Public Sector pricing: Yes – Via Bid Portal, TAP Pricing (for schools) and public sector end-user bid time.

Key contacts: Mark Whittle, Business Development Manager – email Mark.Whittle@techdata.co.uk; Wesley Joyce Business Development Executive – email Wesley.Joyce@techdata.co.uk.



Partner Programme benefits: Access to sales and marketing tools and co-branded materials, lead generation and marketing funds, discounted demo units and Toughbook University online training courses.

Partner Programme entry criteria: Register via Panasonic Partner Engage Portal.

Rebates available:

Standard & available warranties: Panasonic Toughbook and Toughpad units all have as standard three years warranty, which can be extended up to a maximum of five years. Repairs on a faulty unit will typically be performed within two working days from receipt in a Panasonic Service Centre.

Special bids available: Yes, deal registration and pricing support.

Bid process: Via Tech Data or Partner Engage Portal.

Marketing resources available: Sales and marketing tools and co-branded materials available via Partner Engage Portal.

Public Sector pricing: Yes, on application

Key contacts: Lynne McDonnell – email lynne.mcdonnell@techdata.co.uk.



Partner Programme benefits: Acer Synergy Programme benefits include: realistic and achievable criteria to reward partners; value-added marketing documentation and technical training; access to Acer's Solution Competence Centre.

Partner Programme entry criteria: Resellers can become Platinum, Gold or Silver Partners depending on market focus.

Rebates available: Yes – dependent on value and partner status.

Standard & available warranties: Standard varies on product from one to five years, on-site and next-business day also available from one to five years.

Special bids available: Yes – via dedicated bid portal.

Bid process: Contact Tech Data for bid pricing.

Marketing resources available: Please contact Tech Data for information.

Public Sector pricing: Raised as per bid request.

Key contacts: Chris Bates (Commercial) – email chris.bates@tech.data.co.uk; Ben Francis (Consumer) – email ben.francis@techdata.co.uk.



Partner Programme benefits: Full UK-based account management; telephone or face-to-face assistance to help close deals, free demo units available.

Partner Programme entry criteria: On application.

Rebates available: On application

Standard & available warranties: One year with free three- year available.

Special bids available: Yes

Bid process: Please contact Tech Data. directly, email craig.flockton@techdata.co.uk.

Marketing resources available: Carry Cases or credits available from www.Toshiba.co.uk/channelrewards.

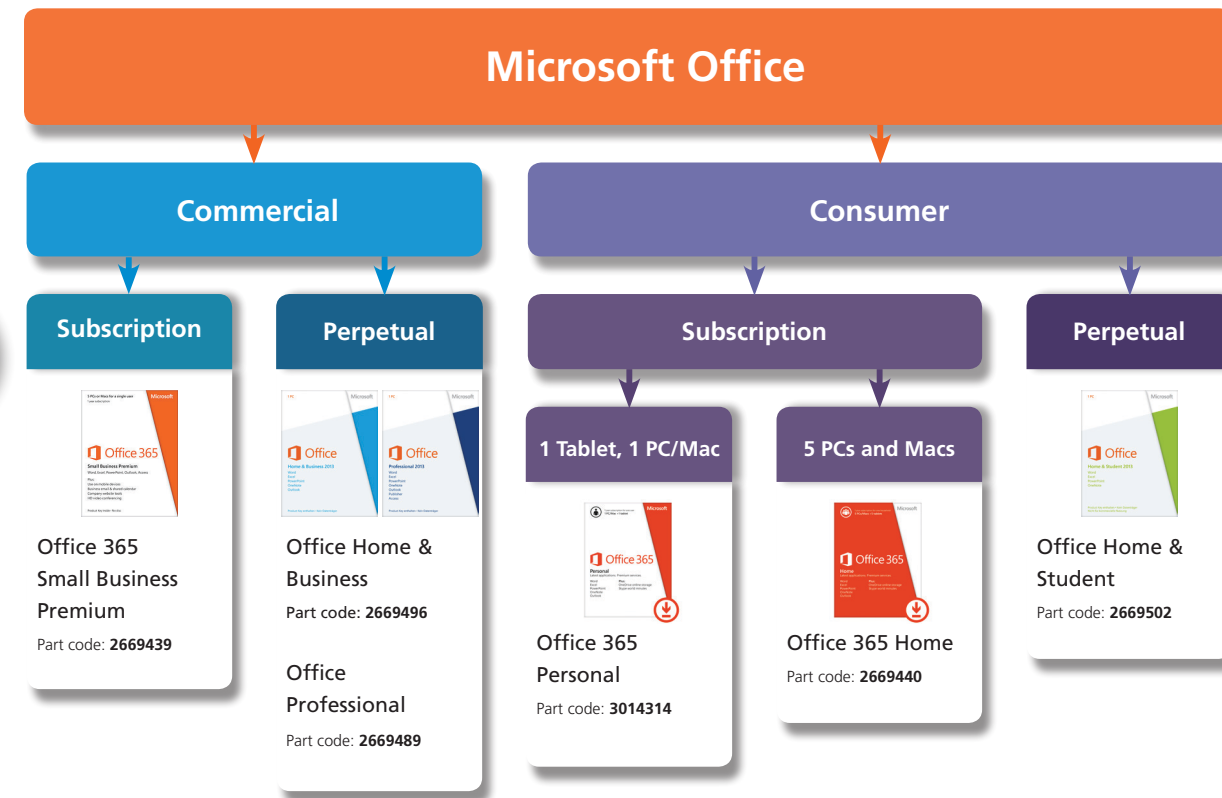
Public Sector pricing: Yes, on application

Key contacts: Craig Flockton – email Craig.Flockton@techdata.co.uk.

Contact the team on 01256 788 333 or visit www.techdata.co.uk



The right Office option



 Office 365

Benefits of attaching Microsoft Office with Activate-Here

- No freight charge
- No inventory costs
- Full product availability suites and point products
- Instant delivery (within one hour through Intouch)
- Renewal pipeline management for Office 365 available through Intouch
- Digital Distribution – Service available through Tech Data.

Online

- Full XML order integration with reseller ecommerce site
- Instant delivery of software
- Long tail solution for all products
- Complete customer experience – the customer will remain in the reseller's environment
- Capture of end user details – Renewal management for Office 365.

Instore - Print to receipt

- Drive Office attach rates in store
- No inventory costs for retailer
- Long tail solution for software products
- Capture of end user details – Renewal management for Office 365
- Complete customer experience – the customer will purchase instore and redeem through the retailer's website.

Key benefits

- Microsoft Office is optimised to give you the best experience across all devices
- Use the Office tools your team already knows and loves
- Manage with a single web-based administration role.

Contact Nick Standcliffe for more details: Nicholas.Standcliffe@techdata.co.uk

Contact the team on **01256 788 333** or visit www.techdata.co.uk

Give your SMB Customers the competitive advantage with SBA from Intel®

IT tools designed to optimise productivity and security are either costly or not up the task. Intel® Small Business Advantage (Intel® SBA) is designed to bridge this gap.

SBA offers

- An easy-to-use interface: Intuitive, navigable, simple to use
- Relevant security and productivity applications: Featuring after-hours usage and hardware-based monitoring
- Free and easy customisation: Customisation Wizard makes differentiation easy for resellers and adds value.

Why Choose Intel® Small Business Advantage?

Intel® Small Business Advantage will help you create a new service you can offer to business customers. Once you've downloaded Intel® Small Business Advantage you can make it your own by adding or removing applications and inserting your own branding.

- Easily add your own company logo to the product front page
- Add your own applications to create new offerings – for example add a link to back-up services
- Add your own branding and business details to prompt customers to purchase further products or services
- Monetise the set-up and on-going maintenance of Intel Small Business Advantage
- Promote Intel Small Business Advantage as a service to small business customers who have no dedicated IT support.

To download SBA go to www.inteltechnologyprovider.com



SBA security applications:




- Software Monitor - keeps critical software running
- Data Backup & Restore - protects Small Business data
- USB Blocker - enhances Small Business security.

SBA productivity applications:

- PC Health Centre - runs software updates and maintenance tasks after-hours
- Energy Saver - lowers energy usage
- Wireless Display - enhances employee productivity

The Intel® ITP Programme

Become an Intel® Technology Provider to:

-  **Gain Access** – Get invitations to exclusive events, specialised training and special product promotions
-  **Get the Edge** – Become a trusted IT expert to your customers with product support, comparisons and specifications.
-  **Earn Rewards** – Earn points through Intel product purchases and training activities to spend on business and personal goods and services.

Join today – <http://www.intel.co.uk/content/www/uk/en/resellers/technology-provider-program-overview.html>

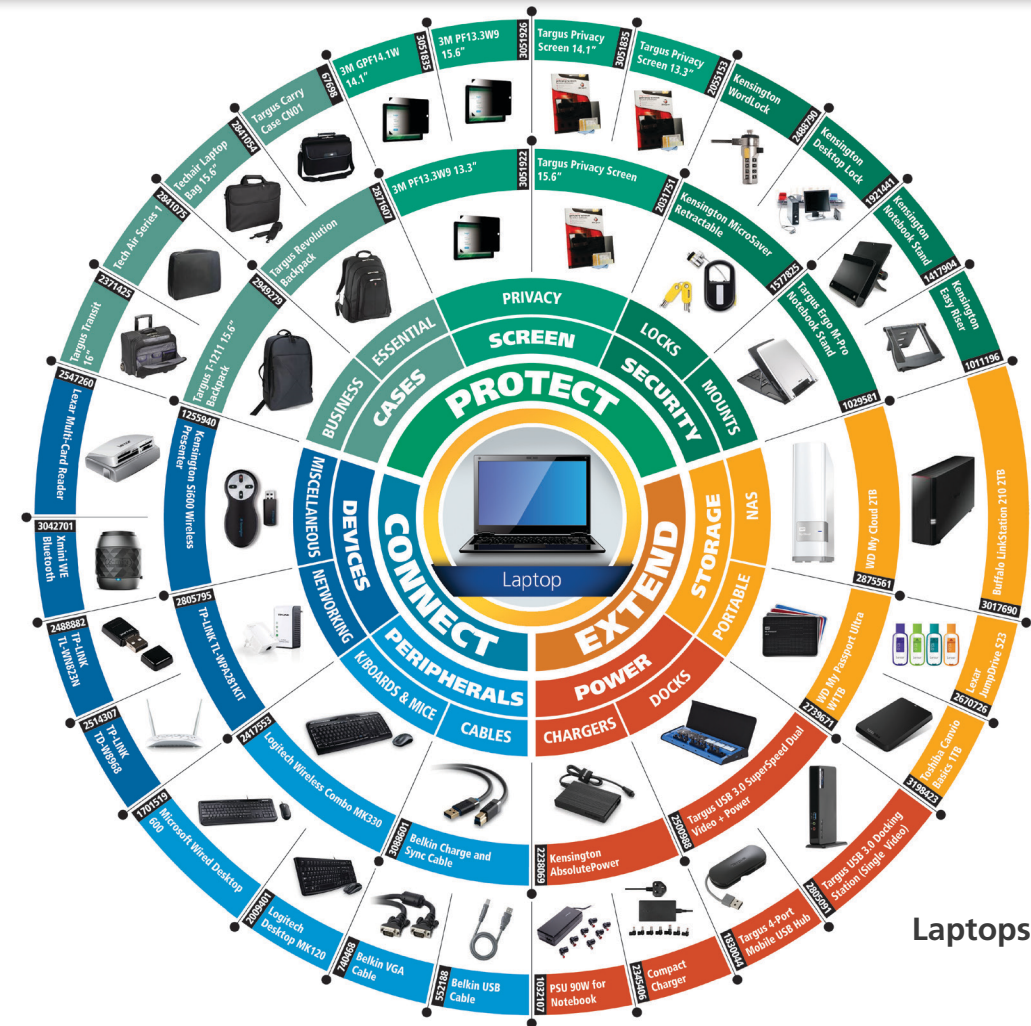


Protect, Connect, Extend

Tech Data cares for all its customers and wants to make sure that everyone has the opportunity to benefit from a complete ecosystem designed to support all business requirements. With this in mind, we have designed a programmed to help simplify the choices on attaching accessories to any order. Whether that is for a PC, laptop or tablet we have it covered. Especially now, when the PC Industry has seen a significant rise in the the tablet market with the inevitable squeeze on margin, attaching accessories that typically carry a higher margin helps to increase profit and add value to the end user.

Rather than tagging the accessory at the end of the hardware deal, the Protect, Connect and Extend programme is designed to bring the accessory into the sales conversation earlier.

Understanding how the end user will be using their device will help determine the best possible solution. Finding out the type of environment or type of user will be invaluable when selecting the correct offering, here are few simple examples to assist.



PC Systems

PROTECT

- Who is using the device? Home/office/business user? Age?
- What is the main purpose of the device? Education/applications/social?

CONNECT

- Does the device need to be paired with a monitor?
- Do you need improved audio?
- How is the device being used? Presenting/Music/Finance etc?

EXTEND

- Do you need to charge? On the go/office based?
- Is extra memory / storage required?
- Is the device being used as the main device or secondary?

Key benefits

- Access to over 30 accessories top vendors
- Accessories easy to use
- Boost up productivity and a quick fix solution
- Simplify the choices on attaching accessories to iPads, Tablets, Phones and Laptop opportunities.





The Difference in Distribution™

