

# TD Azlan



# Azlan Organization : vendor teams

- Each vendor team consist of at least 4 members
  - External Account Manager
  - Internal Sales Representative
  - Product Specialist
  - Business Development Manager
- Vendor Teams
  - Cisco – Citrix – HP – IBM - Nortel
- Multi-vendor Azlan Teams
  - Solution development (trends & topics in the market)
  - Security (authentication, content-network & physical security)

# Azlan Added Value

- Technical and Commercial knowledge
- End 2 end Solutions
- Project based offering
- Business Development with partner
  - Generating lead programs
  - Organizing Partner Events
  - Other Marketing actions
- Identifying new markets and Vendors for partners
- Demo pool
- Configuration services
- Training and educational services

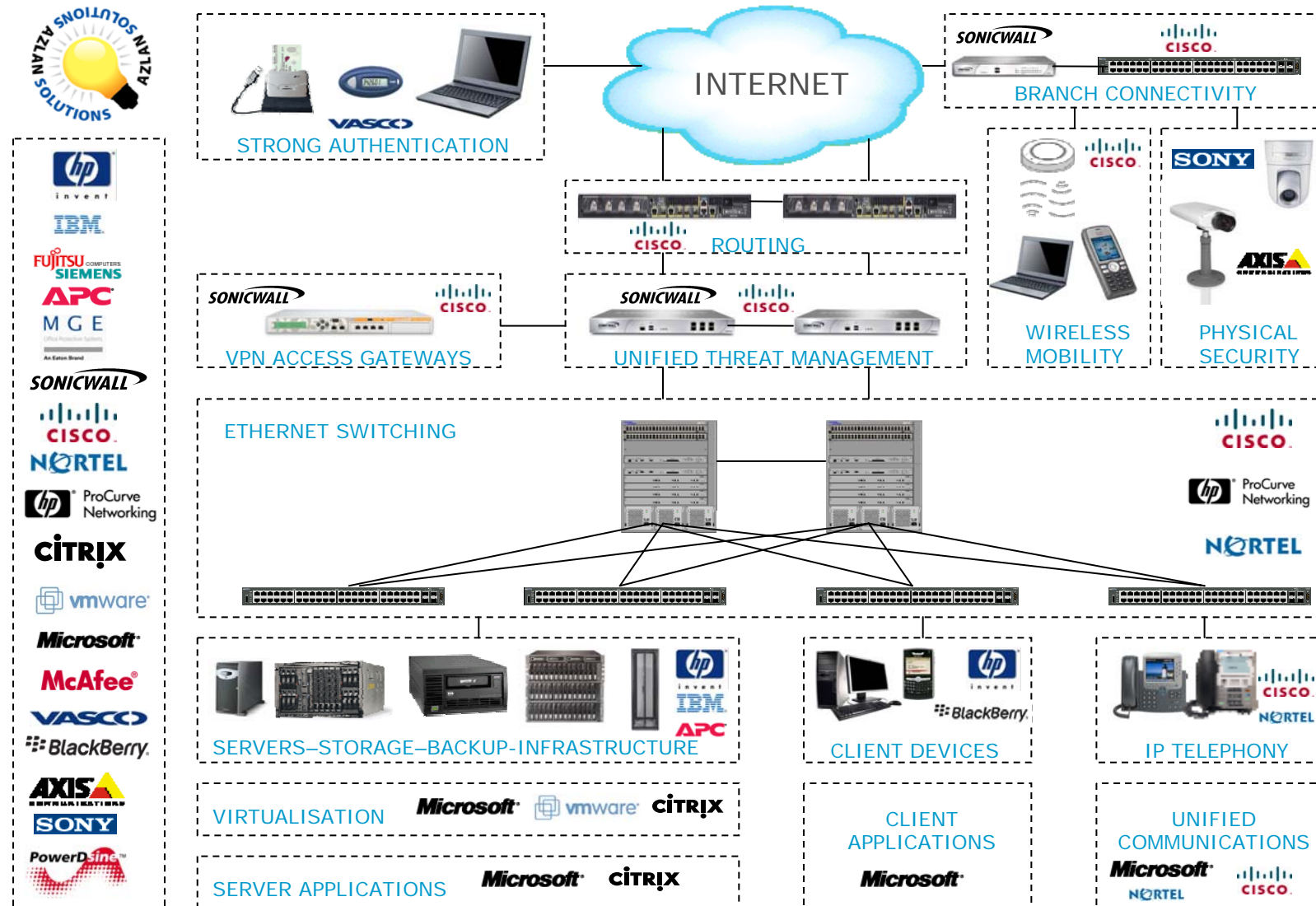
# Azlan: the partner of the future

- For our vendors:
  - Customer reach
  - Not only focus on key accounts
  - Development driven
  - Financial Strength
  - Excellent marketing support
  - Cross vendor opportunities
  - High-skilled specialists
  - Back-office efficiency
  - International coverage: Tech Data and Azlan are represented in most countries in Europe

# Azlan: the partner of the future

- For our customers:
  - End2end (multi-)vendor offerings
  - Large product portfolio with strategic vendors
  - Engaged in partner focused development
  - Azlan is a strong financial partner
  - Advanced and full knowledge of all aspects of IT
  - International coverage: Tech Data and Azlan are represented in most countries Europe
  - Excellent IT-infrastructure (SAP R3) and a brilliant customer e-portal (InTouch)

# Azlan Product Portfolio



Part of the Tech Data Group

The Difference in Distribution™

# Azlan Vendor Portfolio



Part of the Tech Data Group

The Difference in Distribution™

# The *Difference* In Distribution

