

# Why Tech Data?

Our little book of  
brand consistency



# Introduction

A brand is a company's personality, and the market is never confused about what to expect from a great brand.

This booklet has been designed to help everyone at Tech Data reinforce key messages. Great brands are built when everyone sings the same song—please treat this as your songbook.

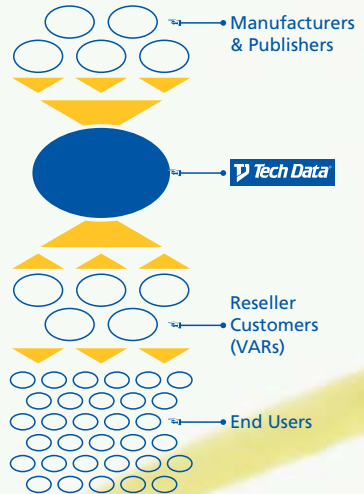
Our brand is our identity. Make it great!

# IT depends on us

Stop and think about the headline on this page for a moment.

Every day, in places all over the world, technology improves countless lives. Tech Data does not invent technology, but we play an indispensable role in getting it from those who do and delivering it to the people who bring it to life.

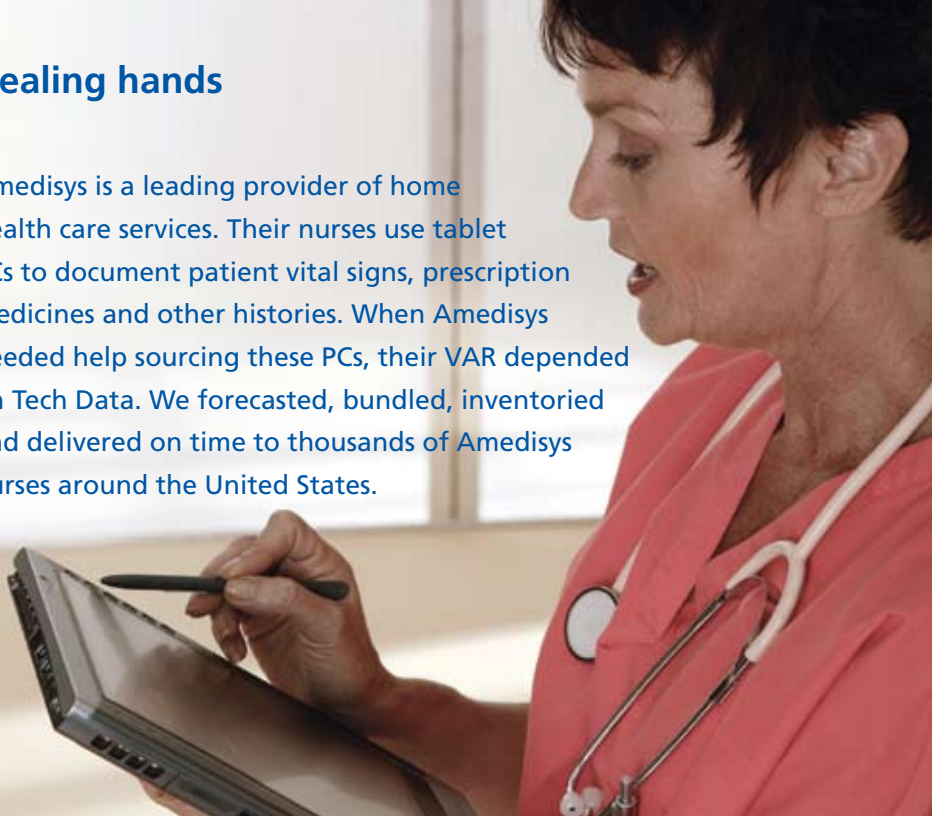
We are the conduit through which the power of technology flows to the world—a single point of purchase for thousands of IT products from hundreds of manufacturers and publishers.





## Healing hands

Amedisys is a leading provider of home health care services. Their nurses use tablet PCs to document patient vital signs, prescription medicines and other histories. When Amedisys needed help sourcing these PCs, their VAR depended on Tech Data. We forecasted, bundled, inventoried and delivered on time to thousands of Amedisys nurses around the United States.



## Getting connected

The world is increasingly going mobile, and T-Mobile is one of the leading providers of cellular telephone technology. On a weekly basis, Tech Data works with our VAR customer to forecast, image, asset tag and integrate desktops and servers for in-store and call-center deployment. Our logistics centers ship palettes nationwide to all T-Mobile retail stores—over 200 new stores in 2008 alone—who depend on Tech Data to maximize the retail experience.



## Driving commerce

A green street sign with white text that reads "WALL ST". The sign is rectangular and has a white border. The background of the sign is a solid green color, and the text is in a bold, sans-serif font. The sign is mounted on a wall, and the background behind it is blurred, showing what appears to be a building facade with windows.

A leading Wall Street global investment banking, securities and financial management firm depends on Tech Data for servers and desktops that support their mission-critical financial operations. Together with our VAR customer, we forecast and set aside over \$1.5 million in inventory to respond to their solutions needs within 48 hours. This helps the firm be more responsive, and gives them a definitive competitive advantage.



## Changing lives

When the Chicago public school system needed to equip new schools with the latest in networking technologies, they depended on Tech Data to work with the solutions provider to meet their needs. As a result, these schools opened their doors to thousands of children eager and able to use the Web to expand their minds and horizons.



## Get the picture?

Yes, we move a lot of boxes at Tech Data, but the contents of those boxes—and all of the services we provide around them—change many lives. In total, we process more than 17 million orders each year, shipping to more than 90,000 customers around the world.

Take a look at all of the great things we make happen on the next page. It's much more than just pick, pack and ship!



## In the Americas region, each year we:

- Receive more than two million sales calls
- Support 100 million visits to our web site and process over half of our business electronically
- Respond to 800,000 technical support inquiries for more than 800 products
- Configure 200,000 unique orders
- Extend more than \$2 billion in credit
- Ship 99.15% of orders accurately and on-time
- Unite 4,750 customers through TechSelect, TechEDG and SMBAccess

## In the European region, each year we:

- Receive more than four million sales calls
- Conduct 70% of our orders electronically
- Serve 75,000 customers across Europe
- Extend more than \$4 billion in credit
- Operate 18 sales offices with 1,250 sales personnel
- Ship 21 million units from 9 logistics centers that cover more than 2.5 million square feet of warehouse space



## Bring it home

Why should we learn how to tell the Tech Data story? A consistent story helps others—vendor partners, customers, shareholders and members of our community—understand who we are and what we do. The more frequently that consistent story is told, the stronger our brand becomes.

A strong brand means a better Tech Data, and a better Tech Data ensures we can continue to provide opportunity to thousands of team members around the world.

The following pages contain useful guidelines that promote and foster Tech Data's brand. As you embody these guidelines, our reputation around the globe will be strengthened.





You step into an elevator and someone asks you where you work. Do you know how to explain what Tech Data does? Can you articulate why we are better than our competitors?

“Distribution” is not a widely understood concept to people outside the channel. We recommend a *progressive* dialog that starts with the basics of what distribution is, moves upward toward an understanding of Tech Data’s role in the IT industry, and finally addresses why we are the difference in distribution.

The goal of an elevator pitch is to start a conversation. The best responses are short and conversational. If you say too much, the listener may not understand. If you say too little, you’ve missed an opportunity to tell the Tech Data story.

The following pages illustrate how this works.



## Defining distribution

Distribution is the way many products get to market. For example, all of the products you find in a convenience store or pharmacy likely came through a distributor. Without a distribution function, many products you use would never find their way to market.



## Defining Tech Data

We are one of the world's leading IT distributors. Companies like HP, Cisco and Microsoft—and hundreds of others—depend on us to bring many of their products to market. Odds are the hardware and software in your home or office has passed through our warehouses on its way to market.





## Defining what we do

We do much more than just ship products. We also offer a wide range of technical and business support services. This combination of rich product lines and value-added services—*"value-line"*—helps our reseller customers deliver powerful technology solutions around the world.



## Defining our difference

Tech Data provides the most comprehensive IT distribution services—connecting our technology partners and customers all over the world—one relationship at a time.

## Brand pillars

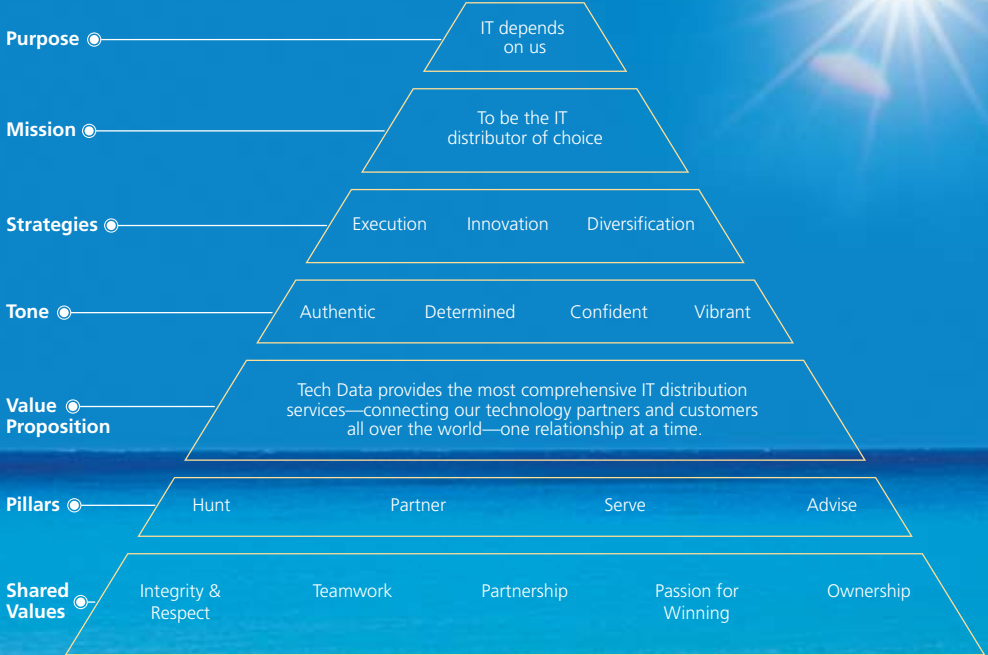
Pillars are architectural elements that support structure and form. These four key attributes define who we are as a company.

All marketing and communications should align to these core words and the ideas behind them.

**Hunt**  
**Partner**  
**Serve**  
**Advise**



The Difference in Distribution



Hunt



Opportunity may knock but fortunes must be hunted.

Tech Data pioneered IT distribution three decades ago. We're more than just an experienced, reliable supplier. We know every inch of the IT distribution business, and we hunt down and seize profitable opportunities every day.

We become the IT distributor of choice by:

- Aggressively seeking new business opportunities and working to drive cost out of the channel
- Consistently probing all levels of customer needs, offering the best products at competitive prices
- Growing vendor partner revenue by penetrating the SMB market

## Partner

Having the products and services customers need does not guarantee we will get their business. We must focus on helping our customers grow their businesses *profitably*. Our success is directly tied to theirs. Don't let them find satisfaction elsewhere.

We become the IT distributor of choice by:

- Being an advocate for our customers
- Helping them grow their businesses profitably
- Making it easy to do business with us
- Following up and following through

*“What you do speaks so loud that I cannot hear what you say.”*

*—Ralph Waldo Emerson*

*Did you know...?*

- Ninety-one percent of customers who leave never return \*
- Some will do business with you again if trust is re-established, but it will take years and a major investment to win them back
- On average, it costs ten times more to replace a customer than it does to keep one

*It's all about the tone...*



- No problem!
- I think we can solve...
- I'm sure there's a way!
- I think I can help!
- Yes!
- Consider it done!
- Can do!



- Sorry, I can't help you
- Let me transfer you
- Someone else handles that
- I don't know
- Someone will call you
- It's out of my control
- Not until Friday

*\* Source: "Customer Satisfaction is Worthless; Customer Loyalty is Priceless" by Jeffrey Gitomer*



# Serve

We are not a B<sub>2</sub>B company. We are an HB<sub>2</sub>HB company—human being to human being. Human beings have wants that go beyond needs. What matters most is not what we do, but how we do it. Exceptional service builds trust, and trust builds loyalty. Loyalty builds Tech Data.

We become the IT distributor of choice by:

- Offering personal attention and prompt service
- Communicating proactively with honesty and professionalism
- Demonstrating our personal commitment to exceptional individualized service





# Advise

We do more than sell products. We certify, train, instruct, counsel, support, configure, install and finance. If it needs to get done in the IT channel, there is no company that can do it better than Tech Data.

We become the IT distributor of choice by:

- Asking questions to understand the customer's needs and deliver a solution, as opposed to just quoting part numbers
- Teaching about technology instead of just talking about features
- Communicating our customers' needs to our vendor partners
- Working with our customers to help finance their growth



## What matters

It's really pretty simple:

- Integrity & Respect
- Teamwork
- Partnership
- Passion for Winning
- Ownership

These are our shared values.

We expect nothing more  
and accept nothing less.

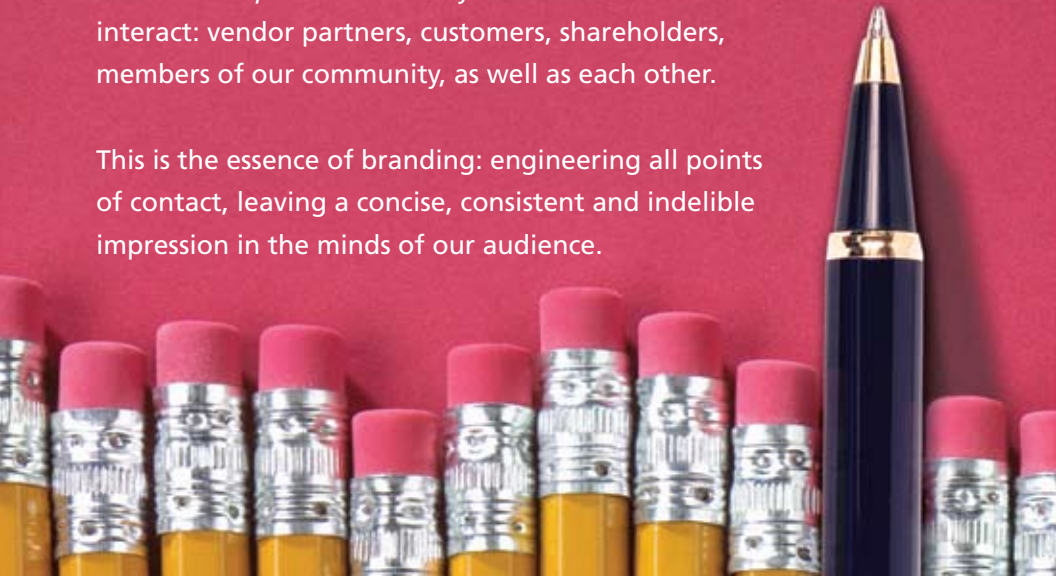




## The point

To stand out in a sea of sameness, we must present a consistent *experience* to everyone with whom we interact: vendor partners, customers, shareholders, members of our community, as well as each other.

This is the essence of branding: engineering all points of contact, leaving a concise, consistent and indelible impression in the minds of our audience.



To help reinforce our brand, we have developed standards for:

- Message tone and voice
- Logo architecture and usage
- Photo composition
- Marketing collateral
- Color palette
- And much more

Please consult with a member of Marketing Services for more information.



## The curtain rises

Every day you are on stage for our vendor partners, customers, community and shareholders, as well as your colleagues. Each of these audiences needs you to perform your very best. There are no intermissions, and you have to earn an encore.

Be a rock star.







## In the end

Tech Data's brand is made up of many elements, from the products and services we offer, to our logo, tagline and choice of colors. At the end of the day, however, *you* are the most important part of our brand.

Every action you take both in and out of the office leaves an impression on how Tech Data is perceived. Make it a positive one—consistently—for our company and our community. Be proud of what we make happen every day. Great things are accomplished through the technology we deliver.

**IT depends on *you!***

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