Tech Data Canada Improves How the Channel Sells and Distributes Software

Brings New Levels of Speed and Simplicity to Quoting, Selection and Ordering

MISSISSAUGA, Ontario--(BUSINESS WIRE)-- Tech Data Canada, a leading distributor of technology products, today unveiled the StreamOne^{SM} Software License Selector, a new application only available on techdata.ca. The Software License Selector is the first in a series of exclusive e-business services the company is building on its new StreamOne software platform, which improves how the channel sells and distributes software by making it more efficient and less complex.

The StreamOne Software License Selector significantly surpasses contemporary software license tools in breadth and ease-of-use. In four simple steps, the StreamOne Software License Selector guides resellers through the entire software-purchasing process, sifting through hundreds of thousands of software SKUs and each vendors' complex licensing rules to identify the right software part number, the most accurate pricing and the correct license type.

The StreamOne Software License Selector establishes the industry's most accurate and efficient software license distribution channel, reducing the cycle time from quote to license from days to minutes. For resellers, it lowers licensing processing costs, instantly provides accurate pricing and makes it easy to attach software to all hardware sales. For vendors, it provides the opportunity to increase their channel partners as more resellers will now be able to sell software using the Software License Selector.

"The complex nature of licensing has made software sales a daunting task for many resellers," said Greg Myers, vice president, Marketing, Tech Data Canada. "Tech Data has essentially taken the complicated and made it simple for resellers to participate in the lucrative software market. It's just 4 easy steps using the StreamOne Software License Selector."

The StreamOne Software License Selector automates tasks like SKU selection and order qualification for 27 major software vendors—representing more than 99 percent of the software licenses purchased through Tech Data.

The StreamOne Software License Selector aims to quickly solidify Tech Data's position as the premier software license distributor for the world's leading software companies. Additionally, the StreamOne Software License Selector will help Tech Data strengthen software sales, especially among small and medium businesses.

"The StreamOne Software License Selector is breakthrough technology for the software channel," said Tamra Muir, Senior Director, Distribution and Alliances, Autodesk. "Tech Data Canada is making great strides in software distribution."

Software vendors supported by the StreamOne Software License Selector include: Absolute Software, Acronis, Adobe, Autodesk, BitDefender, Computer Associates, Check Point, Corel, Diskeeper, Double-Take, Filemaker, Ipswitch, Kaspersky, McAfee, Microsoft, Novell, Oracle, Parallels, Red Hat, Sage Act!, SAP, SCO, SolarWinds, Symantec, Trend Micro, Vasco, VMware.

To learn more, resellers can access the StreamOne Software License Selector under the Tools menu on techdata.ca or by calling their Tech Data account manager.

About Tech Data

Tech Data Corporation (NASDAQ GS: TECD) is one of the world's largest distributors of technology products from leading IT hardware and software producers. Tech Data serves more than 125,000 IT solution providers in over 100 countries. Every day, these resellers depend on Tech Data to cost-effectively support the technology needs of end users, including small and medium businesses (SMB), large enterprises and government agencies. Ranked 109th on the FORTUNE 500®, Tech Data generated $22.1 billion in net sales for its fiscal year ended January 31, 2010. To learn more, visit www.techdata.ca.

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