

Why Tech Data & Cohesity

Tech Data and Cohesity began their channel partnership in November 2018 to assist channel partners in growing their hyperconverged secondary storage presence through Cohesity solutions. By leveraging Cohesity's industry-leading solutions and platforms, Tech Data can help channel partners capitalize on digital transformation and increase their revenue through Tech Data's extensive knowledge and technical expertise around Cohesity technologies and products. Channel partners can provide best-in-class solutions to help meet their customers' evolving business challenges and objectives by leveraging Tech Data's complete Cohesity portfolio.

Web-Scale Simplicity for Secondary Data

More than 80 percent of enterprise data is not running in primary or mission-critical systems; it is secondary data stored in backups, archives, file shares, test/dev and analytics systems in data centers and clouds across the globe. This area of IT has received little attention in decades, allowing a serious problem to build up: Mass Data Fragmentation. Silos of secondary data, apps and infrastructure have proliferated into an unmanageable mess that stifles agility, wastes resources and conceals risk. Cohesity solves mass data fragmentation by collapsing these legacy silos on to a single web-scale, software defined platform optimized for secondary workloads, all manageable from a simple GUI.

All Secondary Data and Applications, From the Edge to the Cloud

Cohesity delivers web-scale simplicity for secondary data and applications that eliminates silos and puts data to work. Tired of data center complexity, Global 2000 companies and federal agencies are modernizing and scaling with two award-winning Cohesity solutions: Cohesity DataPlatform and Cohesity DataProtect.

Product Leadership	Global Adoption	Solution Integration
Recognition from industry analysts, leaders, influencers, and media organizations, including Gartner Peer Insights Customer's Choice (2018), Forbes Next Billion-Dollar Startup (2017), and VMware Best of Europe (2017)	Customers from Global 2000 enterprises and federal agencies (Examples: AutoNation, Schneider Electric, Lending Club, San Francisco Giants, Alliance Health)	Tight integration with open source and leading virtual, physical, and cloud solutions from Amazon, Dell EMC, Google, Microsoft, NetApp, Nutanix, Oracle, Pure Storage and VMware
Deep Talent	Strategic Backing	Patented Technology
Employees hailing from industry-pioneering companies including Google, Nutanix, VMware, Cisco and EMC	Strong financial backing from SoftBank, Cisco Investments, HPE, Morgan Stanley, Sequoia and more	Unique approach to solving secondary data and application challenges, resulting in 14 patents to date

COHESITY SNAPSHOT

- Founded in June, 2013
- Headquarters: San Jose, CA
- Two-time Gartner Peer-Insights Customer's Choice
- 2018 LinkedIn Top Startups
- 2017 Forbes Next Billion-Dollar Startup
- Began partnership with Tech Data in 2018

TECH DATA SNAPSHOT

- NASDAQ: TECD
- 44 years in IT distribution
- \$36.8 billion in sales for FY18
- Ranked No. 83 on the 2018 Fortune 500
- 125,000+ IT Reseller Partners
- Employees: 14,000 worldwide
- Operations in 40 Countries
- 100+ Countries Served
- 9 years FORTUNE's "World's Most Admired Companies"

Tech Data Value Added Offerings for Channel Partners

Tech Data's end-to-end portfolio of products, services and solutions, deep and specialized skill sets and world-class execution enable our channel partners to meet the needs of the global technology market.

To achieve that vision, we've pinpointed five key elements that we think define the distributor of the future:

- A **global footprint** that ensures we can support our channel partners around the world... with the local knowledge it takes to be truly successful
- An **end-to-end portfolio** of products, services and solutions to enable channel partners to create the best business outcomes for their customers
- **World-class IT systems** to support a world-class customer experience
- A team of people with the **skills, knowledge and capabilities** to make all that work
- And a **strong financial profile** that allows us to continually invest in all of the above

Our growth strategies are directly aligned to each of these key elements.

Financial Strength

Tech Data offers financing solutions, such as leasing and receivables services, to solve customers' needs, giving channel partners greater flexibility to take on larger, more complex deals.

Education and Enablement

We offer a comprehensive range of training, education and enablement solutions that complement our large portfolio of IT solutions and products, including technical, high-end courses delivered at authorized training centers, live online, or through Tech Data courseware.

Consulting and IT Services

From hybrid cloud solutions, infrastructure solutions, and workplace productivity to unique services and IP, Tech Data enables channel partners to develop capabilities and expand channel partners' portfolio to offer more services to end users. Tech Data has invested in Specialist Business Units to enable channel partners in building practices in the high growth areas of Security, Mobility, Cloud and Big Data /IoT. Our SBU's offer consulting, assessments, services and managed services you can resell.

Sales, Marketing and Technical Expertise

Tech Data's sales, marketing and technical teams understand business, technology and vertical markets and use that knowledge to develop approaches with clear strategies, plans and roadmaps. We can help our channel partners expand within existing markets and move into new technology and vertical segments. Through close alignment of sales and marketing activities, we can help channel partners drive increased demand, build pipeline and deliver a solid return on their investment.

Integration and Logistics

Tech Data's ISO 9001 Certified Integration Services provide the most advanced integration and logistics capabilities possible to support our channel partners' current and future business. By leveraging our advanced solution integration and delivery capabilities, channel partners will also add value to their solutions and increase customer satisfaction.

Contact Us

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