



Tech Data and Cloudera Deepen Partnership to Help Enterprises Address Data in Motion Gaps

*Enabling businesses to adopt real-time insights with speed and manage data lifecycles
efficiently*

Singapore, April 04, 2023: Tech Data, a TD SYNnex company, today announced a further deepening of its long-standing strategic partnership with hybrid data company, Cloudera, in the Asia Pacific and Japan (APJ) region. Cloudera empowers businesses to transform complex data into clear and actionable insights with its hybrid data platform. Under this alliance, Tech Data will leverage Cloudera's real-time insights capabilities to enable enterprises to address data in motion gaps and securely manage their entire data lifecycle with greater flexibility from the Edge to AI.

Commenting on the partnership, Bennett Wong, Vice President, Advanced Solutions - Modern Data Centre & Analytics, Tech Data Asia Pacific and Japan (APJ), said "Edge computing is expected to be a USD208 billion business by 2023¹. With the rise in edge computing, enterprises require robust real-time insights and more efficient management of data lifecycles, preferable from one unified platform for ease of functioning, as well as the capabilities to tackle any data in motion gaps. Tech Data is delighted to enhance our partnership with Cloudera to empower enterprises in the region in expanding their data business opportunities."

Traditional analytic solutions used by enterprises have certain limitations such as an inability to scale as data increases, making it difficult for businesses to address immediate customer needs in a timely manner, or to accurately offer promotions due to an inability to continuously monitor customer interactions. Hence, harnessing data in motion is an essential step for businesses in gaining control of and leveraging data as a strategic asset.



Remus Lim, Vice President, Asia Pacific and Japan, Cloudera, said “Business stakeholders today want more real-time visibility to derive insights to make faster data-driven decisions. More importantly, they want to achieve this with the flexibility to move data at scale across any environment in a secure manner. With Tech Data as a distributor, these solutions can be better tailored for businesses given its strong expertise in solutions aggregation. Its Centre of Excellence (CoE), bolstered by dedicated local teams, will play a key role in supporting the partner network to conceptualize solutions, and conduct discovery and POC.

Cloudera through its Data-In-Motion offering will provide two core services, *DataFlow* – which enables developers to connect any data source anywhere with any structure, process it, and deliver to any destination using a low-code authoring experience; and *Stream Processing* – a complete, enterprise-grade stream management and stateful processing solution. Cloudera Data Platform’s SDX (Shared Data Experience) offers businesses an integrated set of security and governance technologies built on metadata to secure, monitor, and govern their data consistently.

[¹IDC: New IDC Spending Guide Forecasts Edge Computing Investments Will Reach \\$208 Billion in 2023](#)

About Tech Data

Tech Data, a TD SYNEX (NYSE: SNX) company, is a leading global distributor and solutions aggregator for the IT ecosystem. We’re an innovative partner helping more than 150,000 customers in 100+ countries to maximize the value of technology investments, demonstrate business outcomes and unlock growth opportunities. Headquartered in Clearwater, Florida, and Fremont, California, TD SYNEX’s 23,500 co-workers are dedicated to uniting compelling IT products, services and solutions from 1,500+ best-in-class technology vendors. Our edge-to-cloud portfolio is anchored in some of the highest-growth technology segments including cloud, cybersecurity, big data/analytics, IoT, mobility and everything as a service. TD SYNEX is committed to serving customers and communities, and we believe we can have a positive



impact on our people and our planet, intentionally acting as a respected corporate citizen. We aspire to be a diverse and inclusive employer of choice for talent across the IT ecosystem. For more information, visit www.TDSYNEX.com or follow us on Twitter, LinkedIn, Facebook and Instagram.

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Statements in this news release that are not historical facts may be "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. These forward-looking statements may be identified by terms such as believe, expect, may, will, provide, could and should and the negative of these terms or other similar expressions. These forward-looking statements include, but are not limited to, statements regarding our ESG strategies and goals, and involve known and unknown risks and uncertainties which may cause the Company's actual results in future periods to be materially different from any future performance that may be suggested in this release. A description of risks and uncertainties relating to TD SYNEX can be found in its most recent Annual Report on Form 10-K and subsequent filings with the SEC and available at www.sec.gov. The Company assumes no obligation to update any forward-looking statements contained in this release.