



## Tech Data Appointed Authorised Distributor for Elastic in Australia and New Zealand

*Partnership to empower organisations to harness the full potential of Generative AI*

**Australia [date]** - Tech Data, a TD SYNEX Company, today announced a new partnership with [Elastic](#), the Search AI Company, becoming its first value-added distributor in Australia and New Zealand (ANZ). Through this collaboration, Tech Data will distribute the Elastic Search AI Platform and solutions for search, observability, and security, enhancing its robust AI solutions portfolio.

Tech Data will utilize Elastic's technical expertise, individually tailored solutions, and training services to offer comprehensive end-to-end support to partners, with its Centre of Excellence (COE) playing a pivotal role in accelerating go-to-market strategies.

**Andy Berry, Vice President and Country General Manager, Tech Data ANZ** said 'We are proud to become the first value-added distributor for Elastic in ANZ. With AI spending forecast to grow at a CAGR of 25.4% from 2023, reaching US\$8.3 billion by 2027<sup>1</sup>, the opportunity for AI solutions in the region is immense. This partnership with Elastic will empower our partners and their end-users to tap into new AI opportunities and ultimately help them to stay ahead in the competitive technology landscape.'

"Tech Data's extensive reach and deep understanding of the ANZ market make them an ideal partner for Elastic," said **Andrew Habgood, Vice President of Channels and Alliances, Asia Pacific at Elastic**. "The combination of the Elastic Search AI Platform with Tech Data's comprehensive technical support will enable customers to harness generative AI across their entire organisation to help strengthen cybersecurity, system resiliency, and information discovery."

The Elastic Search AI Platform merges the precision of search with the intelligence of AI. Its cloud-native architecture, optimized for retrieval augmented generation (RAG), ensures low-latency query performance for search, observability, and security without sacrificing scalability or affordability. Elastic's solutions offer the following benefits:

- **Generative AI:** Accelerates the deployment of new experiences to market, utilizing the most relevant search engine for RAG.
- **Search:** Enables comprehensive searches through large volumes of structured and unstructured data to extract valuable insights.



- **Observability:** Leveraging Elastic's search heritage, provides fast, contextual, and intelligent observability across a wide range of data sources, enhancing operational efficiency with reduced costs and unified insights for accelerated resolution.
- **Security:** Protect, investigate, and respond to threats with AI-driven security analytics, powered by the Elastic Search AI platform.

To learn more about the Elastic Search AI Platform and solutions, visit [www.elastic.co](http://www.elastic.co)

<sup>1</sup>[IDC \(May 2024\). Asia/Pacific AI Maturity Study 2024 Australian Chapter.](#)

### **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 23,000 co-workers are dedicated to uniting compelling IT products, services and solutions from 2,500+ 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, AI, 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.techdata.com/apac](http://www.techdata.com/apac) or follow us on [LinkedIn](#) and [Facebook](#).

### **Safe Harbor Statement:**

Statements in this news release that are "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 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. The Company assumes no obligation to update any forward-looking statements contained in this release.

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