



Overview / Fact Sheet

A Central Role in the IT Market

The Global Technology Distribution Council (GTDC) is a worldwide industry association dedicated to defining and promoting the role of wholesale distribution in a successful and healthy information technology channel.

The Council is comprised of the computer industry's top wholesale distributors dedicated to serving "the channel," a network of skilled VARs, Internet resellers and retailers focused on providing hardware, software, and services to businesses and consumers around the globe. In addition to its initiatives focused on industry-wide issues, comprehensive market research support and studies, as well as other activities, the GTDC annually conducts impactful executive-level workshops, Vendor Summit events, and Investor Relations conferences.

Converting Leads to Sales

GTDC members provide their actual sales-out data to independent research firms, the NPD Group in the U.S., and Context in Europe, for subscriber-based tracking services. No other industry research provides such insight on IT sales and pricing trends by channel.



The data is used by numerous vendors, industry analysts and institutional investors to fully understand weekly and monthly demand,

including the best-performing brands and product categories by market segment.



This information is also the basis for the GTDC's annual Rising Star honors, recognizing the fastest-growing vendors through IT distributors.

European Market Trends: [Context SalesWatch – DistributionSM](#)

U.S. Market Trends: [The NPD Group Distributor Track[®]](#)

For more information on the GTDC, visit: www.gtdc.org

GTDC at a Glance

Year Founded: 1998

Chief Executive Officer: Tim Curran

Number of members worldwide: 23

Total member revenue: \$100 billion+

Vendor partners represented: 500+

Regions: North Americas, Latin America, Asia Pacific, EMEA

Key GTDC Focus Areas

- Advocacy to Technology Vendor Community
- Investor Communications
- Industry Data Resource
- Issues Analysis and Recommendations
- International Expansion
- Media/Mass Communications

Facts About IT Distributors

- \$5 billion+ of credit extended to the IT channel each year
- 5 Million+ inbound calls annually
- 2 Million+ configurations annually
- 50,000+ individual customers monthly
- 150 Million+ items shipped each year
- 100 Million+ software licenses managed annually

Source: GTDC Member Data