



## **Tech Data Seals Strategic Partnership with Yugabyte**

*Partnership to support growth of cloud-native database market in Asia Pacific & Japan*

**SINGAPORE, 19 APRIL 2022** - Tech Data, a TD SYNnex company, today announced a new partnership with Yugabyte, a leader in open source distributed SQL databases. This partnership in the Asia Pacific & Japan region is the first for Yugabyte across TD SYNnex & Tech Data globally. It supports Tech Data's strategy on driving digital transformation built on data for business partners by accelerating capabilities in cloud native architectures, especially for born in the cloud partner ecosystems.

With growing interest around transformative trends such as Mission Critical Microservices due to its promise of improved scalability when compared to monolithic systems<sup>1</sup>, born in the cloud apps, edge and IOT applications are driving shifts in today's database market. IDC Futurescape predicts that "by 2024, nearly 60% of organizations' new custom-developed applications will be built and managed using microservices as foundations for stronger and higher performing automation."<sup>2</sup> These shifts necessitate the need for modern databases to support these modern applications.

"We have observed a trend of end-customers looking to move apps to both hybrid and multi-cloud, as well as new startups building applications in the cloud. With a distributed SQL database built to power global-scale cloud native applications, Yugabyte is well positioned to value-add and support their needs as their operations scale," shared Bennett Wong, Vice-President for Advanced Solutions, Modern Data Center & Analytics, Tech Data Asia Pacific & Japan.

"As more organizations and ISV's in Asia embrace digital transformation and app modernization, the need for a cloud-native database is rising. YugabyteDB is built to simplify data geo-distribution as well as to enable speed, scale, resiliency, security and portability, all critical for modern workloads. Our partnership with Tech Data will help accelerate the adoption of YugabyteDB to support partners in modernizing the data layer for their customers. Tech Data's alignment to open source technologies and presence across the APJ market will allow us to quickly connect and engage with the partner ecosystem effectively." Says Danny Zaidifard, VP, Business Development & Partners at Yugabyte.

The benefits of this new partnership include:

- Expanded capabilities in cloud native architectures for born in the cloud partner ecosystems, allowing enterprises to focus on business growth instead of complex data infrastructure management.



- Full alignment with Tech Data's Go-To-Market (GTM) strategy for Next Generation Data Centers in Infrastructure Modernization, Data Center Automation, Application Modernization, Cloud Operating Model, and Workload Segmentations, towards supporting digital transformation.
- Being the cornerstone of Tech Data's Analytics GTM strategy for Data Modernization, Data Fabric, and Hybrid Motion to support modern applications, where microservices need a cloud native relational database that is resilient, scalable, and geo-distributed to complement our customers' data maturity journey.

"We are excited to collaborate with Yugabyte to support the enormous growth of independent software vendors and startups across the Asia Pacific and Japan region, particularly in markets like India where Tech Data has deep roots in the enterprise partner ecosystem. This new partnership supports our goal of being a leader in Data Lifecycle and also enables us to expand into application and database modernization," added Bennett Wong.

<sup>1</sup>[Microservices: Migration of a Mission Critical System, IEEE Transactions on Services Computing, Volume 14, Issue 5, Sep – Oct 2021.](#)

<sup>2</sup>[IDC Futurescape: Worldwide Developer and DevOps 2021 Predictions, Doc # US46417220, October 2020.](#)

## 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' 22,000 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](http://www.TDSYNEX.com) or follow us on [Twitter](#), [LinkedIn](#), [Facebook](#) and [Instagram](#).



### **About Yugabyte**

Yugabyte is the company behind YugabyteDB, the open source, high-performance distributed SQL database for building global, cloud-native applications. YugabyteDB serves business-critical applications with SQL query flexibility, high performance and cloud-native agility, thus allowing enterprises to focus on business growth instead of complex data infrastructure management. It is trusted by companies in cybersecurity, financial markets, IoT, retail, e-commerce, and other verticals. Founded in 2016 by former Facebook and Oracle engineers, Yugabyte is backed by Lightspeed Venture Partners, 8VC, Dell Technologies Capital, Sapphire Ventures, and others.

[www.yugabyte.com](http://www.yugabyte.com)

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