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In a perhaps unusual move, Tech Data announces the expansion of its two pan-European solution businesses-- Datech Solutions and Maverick AV Solutions-- into all global markets.



"As the physical and virtual worlds become increasingly intermeshed, Tech Data enables our channel partners to meet the evolving demands of IT consumption by optimizing our global footprint and strengthening our end-to-end portfolio of products, solutions and services," the company says. "The expanded availability of these two solutions, as well as dedicated global leadership of our cloud strategy, will allow us to provide more value to our channel partners throughout the world than ever before."

A specialised provider of value-added services to Autodesk and the Autodesk reseller channel, Datech remains under the leadership of VP Mike Appel. The strength of the Autodesk portfolio-- which features industry standard CAD and VFX products such as AutoCAD-- sees its operations expand to 17 countries across Europe and N. America. Tech Data is also Autodesk distributor in Singapore, Malaysia, Indonesia and Vietnam.

Meanwhile Maverick AV is a distributor that, over the past 20 years, has grown from a UK-based team to a pan-European entity. It now will be expanding its model to the Americas (taking over the Visual Solutions practice) and Asia Pacific.

In other Tech Data announcements, the company names former SVP Solution and Strategy Sergio Farache as leader of Global Cloud Solutions. A 25-year tech industry veteran, Farache joined Tech Data in February 2017 through the acquisition of the Avnet Technology Solutions business.

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