



# Why Tech Data for Microsoft?

Tech Data believe that the best way to maximise Microsoft's offering is to utilise Microsoft as a whole. If your customers are interested in the cloud, Surface devices, open licencing or Office, Tech Data know that these individual components work best together, and we are ready and waiting to work with you and your customers to help and support on everything Microsoft.

We aim to be your Trusted Advisor and we want to maximise your Microsoft business with our four key tenants:



Partner Growth



Driving Channel Profitability



Reducing Costs



Building Customer Satisfaction

To find out more about how Tech Data can help you develop your Microsoft business contact the team on [csp@techdata.co.uk](mailto:csp@techdata.co.uk) or call 01256 788 121



## Partner Growth

Tech Data are dedicated to creating solutions for our partners to help you establish steady and continued growth.

- **Tech Data's Velocity Program:** Accelerate the launch of your Azure practice. Provide templates to build your service offerings. Gain access to essential resources required for getting started in implementing a Microsoft practice builder to help you grow.
- **Marketing as a Service (MaaS):** Discover packages, just for partners, to establish and build new pipeline with end customers, by offering unique marketing insight and experience.
- **Establish New Routes to Market:** Tech Data's partnership with the Microsoft SureStep program enables us to on-board our partners into new markets and new service lines. With us and Microsoft, data, AI and IoT don't have to be out of reach.



## Driving Channel Profitability

Once you have successfully grown your business, we want to drive your channel profitability.

- **Vendor Rebates:** Support your achievements of Microsoft accreditations through Tech Data's practice builders and the Velocity program, and benefit from vendor rebates.
- **Solution Vendor Collaborations:** Our collaborations with solution vendors such as AvePoint, Mandarin Academy and the Voice of 365 allow partners to develop an Eco-System and a repeatable practice. High margin solution vendors enable you to build your own IP to your end customers and increase your profit.
- **Exclusive Practice Builders:** Tech Data's practice builders, including those on Data Centre Modernisation and Microsoft 365, offer huge opportunity to grow your services margin. Establish a platform to develop the professional and ongoing managed services you sell to your end user.





## Reducing Costs

Reducing costs is essential for any business to complement an increase in profit.

- **Optimise Azure Solutions:** Reduce your costs of doing business with our Data Centre Modernisation program. By streamlining your customers' data centre you can cut back on maintenance and running costs to establish a service that reduces costs.
- **Global Development:** With the Tech Data cloud marketplace, partners can build automation to enable automated service provisioning, activation and billing to streamline their processes and reduce costs whilst doing so.
- **Training Days:** Through the Tech Data Velocity Program we offer an opportunity to leverage training days at absolutely no cost to you. We also offer the opportunity for partners to attend wider Microsoft technical training days at a reduced cost through the Tech Data Academy site.



## Building Customer Satisfaction

- **Our Team:** Tech Data have a dedicated Microsoft team of 25 people in sales, technical, and marketing roles, and we are committed to achieving satisfaction for our customers. With our specialist product knowledge, we can support you on anything you need to know about Microsoft.
- **Frequent Communications:** We like to stay in touch with our partners and offer including monthly partner webinars and newsletters on commercial and technical subjects, as well as Tech Data team updates and any changes within Microsoft to ensure you never fall behind.
- **Open Discussions:** We are dedicated to offering our partners an open forum for discussion on what matters to you with all matters Microsoft. We have multiple regional roundtables every six months to allow our partners to feed back on the success, challenges and new requirements focused on Microsoft Cloud.