



# Power of our Partnership – TD SYNnex value add

Presenters : Steve Groth, Director Azure Cloud Solutions  
Tracy Beyer, Sr. Manager, Dynamics, Cloud Solutions

# Agenda



## Grow your Business

Open New Opportunities to  
Accelerate your growth  
journey



## Strategic Development of your cloud practice

Expand Partner Expertise  
through Collaboration

# Meet the TD SYNEX Cloud Leadership Team

*We're here to support you  
throughout the event and beyond!*



**Jessica Ash**

VP, Microsoft Modern Work, OEM &  
DPS

[Jessica.Ash@tdsynnex.com](mailto:Jessica.Ash@tdsynnex.com)



**Steve Groth**

Director, Azure, Microsoft Cloud

[Steve.Groth@tdsynnex.com](mailto:Steve.Groth@tdsynnex.com)



**Shelley Green**

Director, Copilot & Security, Microsoft  
Cloud

[Shelley.Green@tdsynnex.com](mailto:Shelley.Green@tdsynnex.com)



**Tracy Beyer**

Sr. Manager, Dynamics, Microsoft  
Cloud

[email@tdsynnex.com](mailto:email@tdsynnex.com)



**Tracy Holtz**

VP, Microsoft Cloud Solutions



# TD SYNEX Microsoft Cloud Partner Program

## Bronze



\*MRR \$1 -25K

General Team

Onboarding Enablement Tools  
One to many Copilot Cloud Lab  
TD SYNEX Channel Academy  
Certification Exam Vouchers  
Pre-Sales Engineers access  
TD SYNEX Microsoft Events  
Partner Mentoring – Q&A with mature partners

## Silver



\*MRR \$25K - 75K+

Dedicated Team

Copilot Cloud Lab Access  
TD SYNEX Channel Academy  
Certification Exam Vouchers  
Leads to fuel your pipeline  
Dedicated Pre-Sales Engineers  
Strategy account planning  
Event Exclusive Invites  
Partner Mentoring – Q&A with mature partners

## Gold



\*MRR \$75K+ w/2+ Solutions

Dedicated Champion

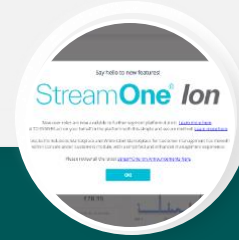
MDF Upon Request/Approval  
Copilot Cloud Lab Access  
TD SYNEX Channel Academy  
Certification Exam Vouchers  
Leads to fuel your pipeline  
Dedicated Pre-Sales Engineers  
Strategy account planning  
Elite Exclusive TD SYNEX Events

# What portals do partners use?



## Microsoft Partner Center

- List of CSP Customers
- Access to Customer environments
- Access & activate Partner Benefits
- Manage Solution Designations
- Incentive, rebate and marketing
- Co-Op management
- Microsoft Referrals



## StreamOne

- Access and sign related terms
- Search and view pricing
- Create a Customer
- Create an Order
- Customer Life Cycle Management
- Create Custom Files
- API Integrations for billing

# StreamOne®

## Where all clouds meet

StreamOne® is the largest global platform with unmatched coverage and reach.

[Discover StreamOne: More Than Just a Marketplace](#)

## Global multi-tenant platform

At the center of our strategy is an **Aggregation and Ecosystem Orchestration Platform** model.



**80+**  
countries

**22**  
currencies

**16**  
languages

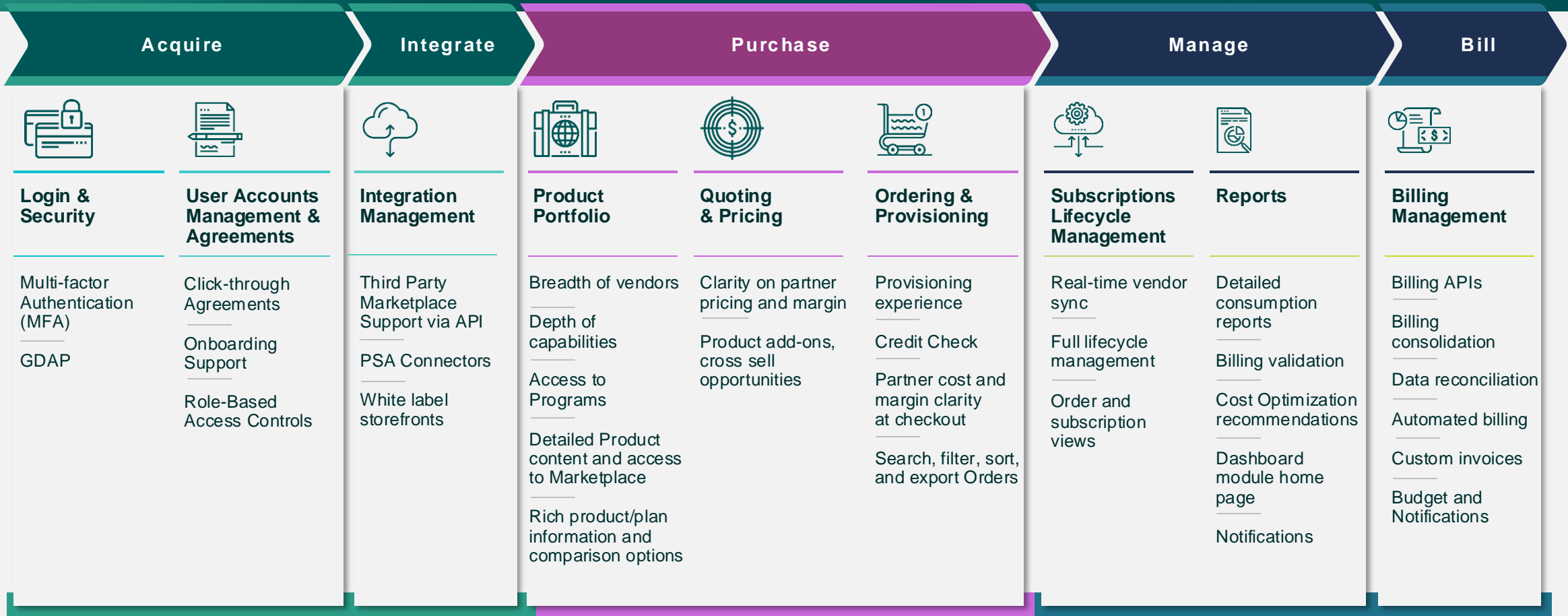
**30k+**  
reseller partners

**500k+**  
end customer clients



# StreamOne® Partner Journey

StreamOne® is designed to provide the most complete end-to-end cloud management experience.



Operational Efficiency

Solution Identification

Post-Sales Support

# Where StreamOne<sup>®</sup> stands apart from the crowd

## API

Quality of API

Breadth of API

Normalization  
of complexity

1

## White Label Storefronts

Extends end-to-end cloud  
management to customers

Configurable to match your  
needs

2

## PSA Connectors

Simpler and more effective

The only platform that provides  
billing reconciliation

SaaS and IaaS through  
PSA integration

3

## Marketplace Syndication

Architecture capable of adding any  
marketplace

Normalization of the  
buying experience

4

## SecOps Portal

More than an  
aggregation dashboard

Take immediate action on data

5

## AI Cognitive Engine

Not just an AI chat bot

Use AI to power your sales and  
increase revenue

6

## SaaS Lifecycle Management

N-tier pricebooks

Normalization of all vendors'  
lifecycle management

7

## Billing

Platform-native billing engine

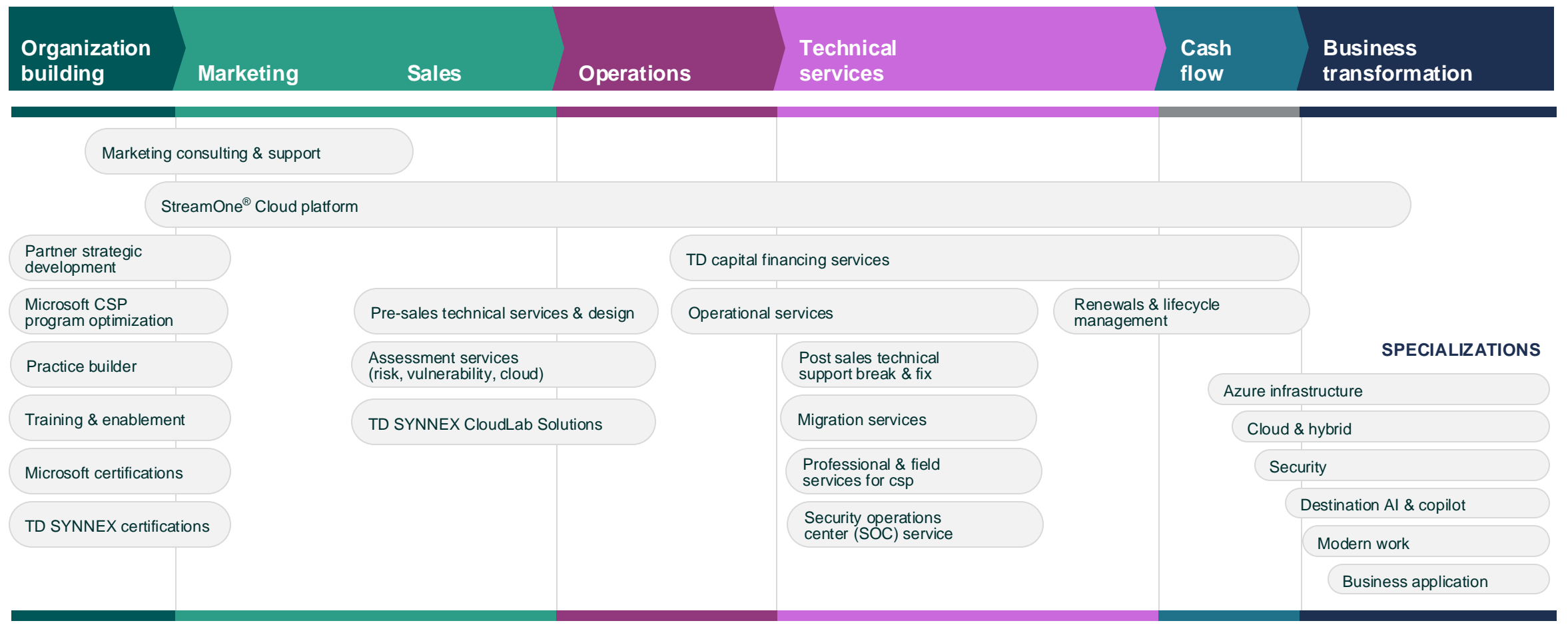
Real-time billing and  
usage data

8



# TD SYNEX empowers you in each step

Our partnership provides you solutions and support throughout your sales cycle



# Grow your Business

Open New Opportunities to Accelerate your Growth

In This Section

[Microsoft AI Cloud Partner Program](#)

[Cloud Ascent Dashboard](#)

[Demand Generation & Solution Marketing](#)

[TD SYNEX Market Trends](#)

# Introducing the TD SYNnex AI Cloud Partner Program

Obtaining Microsoft Designations requires expert knowledge, demonstrated skills, and customer success. IT professionals strive to earn them because they provide access to exclusive Microsoft programs, incentives, and experts, elevating them to industry thought leaders.

The TD SYNnex AI Cloud Partner Program supports small to midsize business (SMB) partners who haven't yet achieved a Microsoft Designation. It provides them with the necessary training, sales success and capabilities to propel them toward accelerated growth and adoption, fast-tracking their success.

We're excited to engage partners with unforgettable activities tailored to enhancing their performance, skills, customer success



# Join the Microsoft AI Cloud Partner Program (MAICPP)

The Microsoft AI Cloud Partner Program (MAICPP), is Microsoft's single partner program, which empowers every partner to deliver customer value while leveraging Microsoft AI and the Microsoft cloud. MAICPP provides partners with a comprehensive portfolio of investments for all partner business models, at every stage of maturity.

## MAICPP Partner Journey



### Explore

#### Understand MAICPP

Visit our [MAICPP page](#) and watch our on-demand webinars



### Build

#### Partner Benefits

Purchase a [Benefits Package](#) to get software licenses for internal use, support, and more to build and grow your Microsoft practice  
Partner Launch, Partner Success Core and/or Partner Success Expanded



### Execute & Sell

#### Solution Partner Designations

Demonstrate your organization's broad [services-solution capabilities](#) aligned to customer needs and the Microsoft Cloud



### Build

#### Specializations

Further differentiate your organization's deep expertise in [specific technical scenarios](#) aligned to the Microsoft Cloud

Solution designations are measured on performance, skilling and customer success



 Microsoft  
Solutions partner  
Infrastructure  
Azure

 Microsoft  
Solutions partner  
Data & AI  
Azure

 Microsoft  
Solutions partner  
Digital & App Innovation  
Azure

 Microsoft  
Solutions partner  
Modern Work

 Microsoft  
Solutions partner  
Business Applications

 Microsoft  
Solutions partner  
Security

# CloudAscent Dashboard

[Drive sales with Microsoft  
CloudAscent](#)

[CloudAscent Partner Trainings](#)

## **Drive sales with Microsoft CloudAscent**

Gain insights into which customers are ready to purchase Microsoft products—and focus on delivering the solutions they need.

### **Identify strong customer leads**

Gain insights from CloudAscent's machine learning, which aggregates customer data to help determine which organizations need your solutions.

### **Focus your sales efforts**

Invest your high-cost sales resources in the customers who are most likely to make a purchase.

### **Reduce customer churn**

Deepen engagements with your current customers and make informed product recommendations to drive success for their businesses.

### **Zero in on precise customer needs**

Develop marketing campaigns that address customers' unique challenges and demonstrate how you can help them reach their goals.



# Demand Generation & Solution Marketing

Whether you are a new reseller or looking to enhance your existing marketing strategy, TD SYNnex can help you uncover new opportunities and generate more leads.

## Go-To-Market Tools and Resources

Microsoft understands the importance of GTM to win new business and that not all partners have marketing resources. Below are 3 tools and resources allow you to brand designed content, schedule digital campaigns, and help you keep on top of Microsoft marketing priorities and promotions, you should be using these to support your strategy.

- [Microsoft Digital Marketing Content OnDemand](#)
- [Microsoft Partner Resources](#)

## Microsoft SMB Partner Resources

The focus for Microsoft, especially with CSP is SMB. Within this site you will find all of Microsoft latest partner campaigns and resources you should be using:

[Partners - Sell through CSP](#)

TD SYNnex DemandSolv



# TD SYNEX Marketing Intelligence

Get access to TD SYNEX Direction of Technology Ecosystem Report

*Download  
the Full  
report*



## AI & Analytics

Key Microsoft & vendors, applications, and guidance on how to deliver successful AI projects



## Hybrid Cloud

Gain greater visibility IaaS, PaaS, SaaS and Hybrid, plus Microsoft and Marketplace trends



## Security

Breakdown on top-of-mind threats for IT buyers and the highest areas of growth



## Services

Identify skills gaps and the areas with the most opportunities for IT services

**Contact TD SYNEX team or your TDS account manager for access to MORE Solution Areas insights, Forecasting data, best practices and vendor analysis from IDC, Canalys, Mordor and other leading analysts**

# Strategic Development of your cloud practice

Expand Partner Expertise through Collaboration

## In This Section

Differentiation that make sense for your Business Acceleration

Professional and Managed Services

Microsoft certifications

TD Channel Academy On-Demand Training Platform

Microsoft Cloud Services

Cyber Range

Cloud Labs Experience

Hybrid Cloud: Copilot + PC

# TD SYNEX Offerings and Capabilities for Hybrid Cloud

## Differentiation that makes sense for SMBs



### Awareness

(Learn)

Industry Reports  
Growth Projections  
Financial Opportunity  
Industry Events



### Enablement

(Solve)

TD SYNEX Channel Academy  
Technical Deep Dive  
Certification Courses  
Practice Builder  
Demand Generation and Solutions Marketing



### Support During Sale

(Deliver)

Access to Technical Experts  
TD SYNEX Cloud Labs  
Solutions Accelerations  
Marketplace Listings  
Financial Solutions



### Support After Sale

(Evolve)

Services  
On-Going Support  
StreamOne® Cloud Management  
Go to Market Support

# Are You Ready to Achieve More?

SMBs are winning with us. Here's how we help you open new opportunities to innovate:

## Modern Work and Copilot

With 3,000+ TD SYNEX Certificates issued and 400+ demo hours provided, we've accelerated generative AI adoption for leading partners like you across the globe.

## Azure Migrations

From comprehensive assessments, expert enablement and consultations to complete migrations and managed services to accessing the right programs and incentives, fast tracking your practice.

## Security

Zero trust means removing implicit trust. Bringing our SecOps portal has dramatically increased the security posture of our partners and helps you jumpstart your security practice.

## Business Apps

Leveraging our awarded Practice Builder program, you can build your Dynamics competencies, allowing you to provide a higher value and grow your business

# TD SYNnex Channel Academy

TD SYNnex On-Demand Training Platform  
Become a Cloud Practitioner and achieve Market  
recognition with our certification badges

CHANNEL ACADEMY WEBPAGE



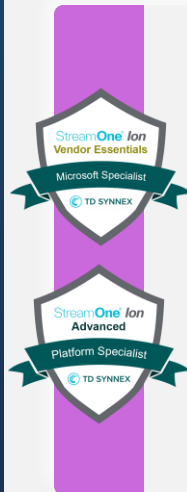
## Contact Us

Europe	tdacademy.admin@tdsynnex.com
North America	tdca.adminNA@tdsynnex.com
APJ	apj.channelacademy@techdata.com
LAC	channelacademylac@tdsynnex.com



## Microsoft Sales & Ops Specialization

Azure Cloud Migration, Security,  
Microsoft, NCE  
Modern Work, Premium Mix and  
More



## StreamOne® Platform Training

Learn to maximize the capabilities of  
the StreamOne® platform.



## High-Growth Technologies

Courses on AI, cybersecurity, data  
analytics, hybrid cloud, IoT, and  
more.



## Practice Builder

Digital courses that help partners  
specialize and evolve their business  
models.  
Deliver excellent business outcomes  
using the latest technology



## Destination AI™

Learn how to accelerate your journey  
into Azure Gen AI & Copilot

# Microsoft Cloud Services

- ✓ Designed for **partners**
- ✓ **Easy** to quote & contract
- ✓ **Delivery** to or on behalf of **our partners**
- ✓ **White-label** option
- ✓ **Multi-lingual** support
- ✓ **No minimum** deal size
- ✓ Fully managed **services options** available



## Hybrid Cloud

Tenant migration

Workload migration (Lift & shift)

Workload modernization (PaaS)

24x7 Infrastructure operations

Back-up-as-a-service

Disaster-recovery-as-a-service



## Business Applications

Power platform development & support

Dynamics NAV / 365 BC development

Dynamics 365 BC upgrade



## Modern workplace

Assessment, deployment & migration

Modern workplace-as-a-service



## Cyber-Security

Identity management-as-a-service

SOC-as-a-service

T&M consulting services (COE) & Break-fix support (CSS)



The Cyber Range creates an interactive and immersive environment to **train**, **demonstrate**, and **engage** partners and their customers

## Training

- Incident Response
- Capture the Flag
- Red Team vs Blue Team
- SOC: Threat Hunting
- SOC: A day at the SOC

**Engagement** with customers through an interactive learning experience

## Demonstrate solutions

Develop and test solutions across the cybersecurity ecosystem to meet new challenges in the threat landscape

**Services** leverage our professional and managed security services

Contact the Cyber Range at  
[CyberRange@tdsynnex.com](mailto:CyberRange@tdsynnex.com)



# Welcome to The Copilot Cloud Lab Experience

by TD SYNnex







## What is it?

TD SYNnex's Cloud Lab offering for Copilot is a **virtual environment that empowers partners like you and your end customers to explore and experience the innovative AI technology of Copilot**, addressing industry challenges by creating flexible, scalable, and cost-effective Proof of Concept (PoC) environments.

Cloud Lab provides **real-world scenarios** that demonstrate the concrete business advantages of Copilot. It delves into specific features through predefined use-cases such as **Copilot for Outlook, Word, and Teams plus Copilot Studio and Business Central**, showcasing the tool's adaptability and wide-ranging applications.

We intend to extend the Copilot Cloud Lab with **role-based Copilot experiences for Business Applications** in the very near future.

# How do your customers benefit?

Cloud Lab allows you to empower your customers to **confidently test and evaluate new and tailored solutions**, enabling them to make informed business decisions with tangible results **without investing in sand-boxes, licenses and copilot user-scenarios.**

...and its **FREE** for partners to use!



CLOUD LABS

# Copilot for Microsoft 365 example

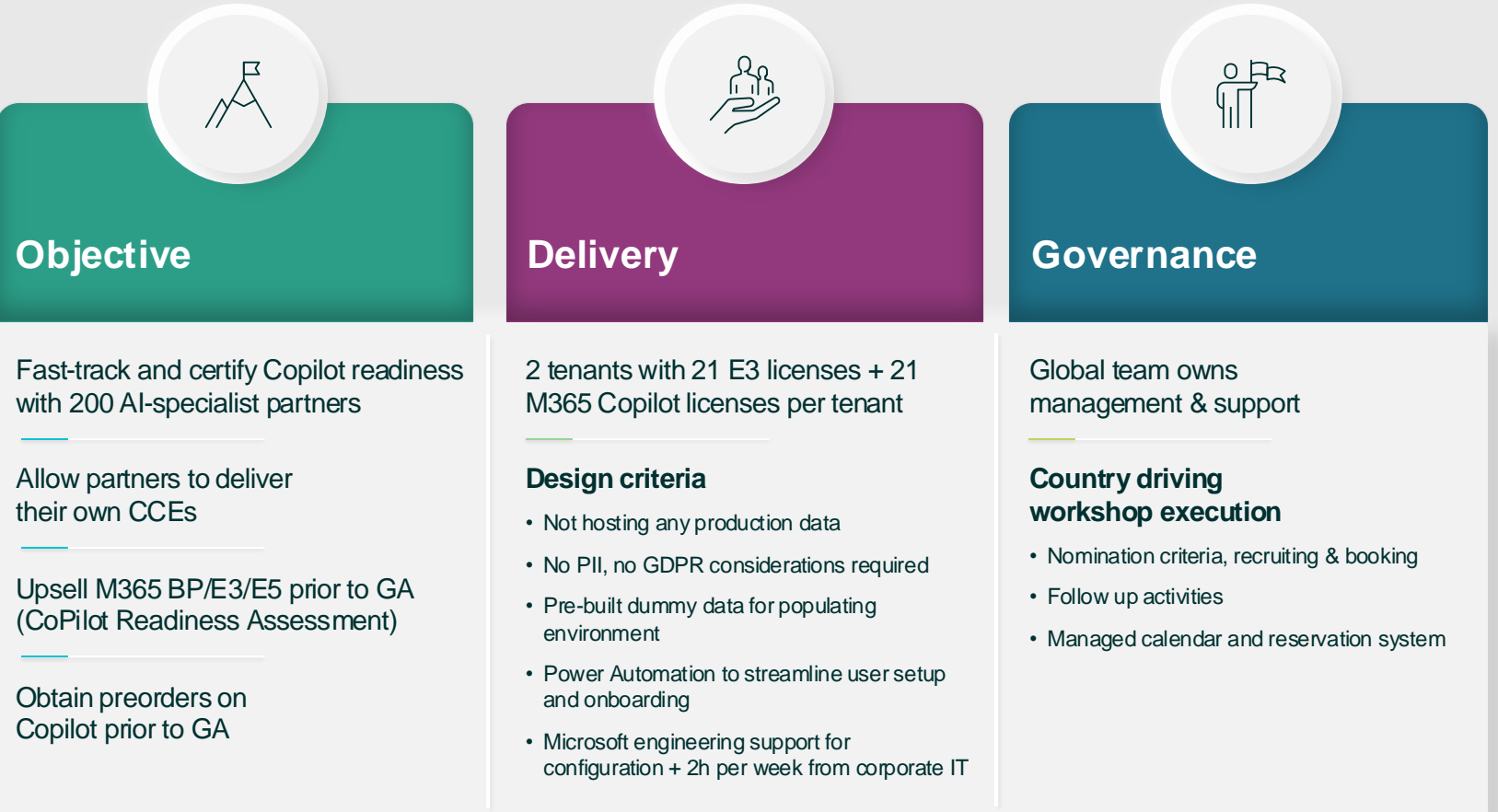
TD SYNnex Multi-tenant Environment

## Building channel readiness

- 1 Partner CCE experience
- 2 Customer CCE experience
- 3 Customer POC experience  
Requires Copilot in CSP

+500

Copilot Cloud Labs Experiences in 6 months



# Cloud Labs Experience

Take advantage of our exclusive demo environment, hands-on experiences and showcase Microsoft technologies opportunities to tap into your technology's true business potential for your customers

Demos with real data sets

Pre-defined use cases

Recommended demos flows

*To be honest, coming from a sales background, this sales methodology, I would say, was the best I've ever had, because for the customer, it **didn't** feel like sales. It felt like a workshop where they could test the product.*

Egil Svindal Fernando,  
CEO Sigma Technology Elevate

## How Can This Experience Help You?

### Bookable Demo Center

Partners can reserve dedicated slots in Cloud Labs with ease, allowing them to showcase Microsoft's capabilities to customers at a time that works best for everyone involved.

### Technical Excellence

We guarantee a superior experience by configuring essential technical recommendations

### Exclusive Access

Complete our Cloud Labs Enablement sessions to gain access to the Cloud Labs Experience, ensuring you have a foundational understanding of the tool and everything it can do

### Expert Guidance

Request expert support from us at any time. This includes additional paid support options to deliver top-notch assistance precisely when and where you need it.



# We are Hybrid : Copilot+ PC



Copilot+ PCs are a new class of Windows 11 AI PCs powered by a turbocharged neural processing unit (NPU). They feature powerful new silicon capable of an incredible 40+ TOPS (trillion operations per second), all-day battery life, and access to the most advanced AI models



“ 20x more  
Powerful and  
100x more  
Efficient ”



**Enhanced Productivity** – Copilot+ PCs are equipped with powerful CPUs, GPUs, and NPUs, and all-day battery life enabling them to handle complex AI and machine learning tasks efficiently.



**Cost effective** - processing data locally, Copilot+ PCs reduces the need to send large amounts of data to the cloud, saving bandwidth and lowering associated costs.



**Versatile & Integrated** - Copilot+ PC seamlessly integrate with the Microsoft eco system, providing a cohesive and efficient user experience, they are also suitable for a wide range of applications.



**Sustainability** - Copilot+ PCs contribute to lower energy consumption by reducing dependency on cloud services. They are built with energy-efficient components that optimize performance while reducing power usage.

Contact our Surface Team today: [XXX@tdsynnex.com](mailto:XXX@tdsynnex.com)