



2022 Partner of the Year Winner  
Indirect Provider Award

# Benefits of Partnering With TD SYNnex and Microsoft

Partnering with TD SYNnex on Microsoft means gaining a support system tailored to your specific business needs. With unique strategies and opportunities from training and certification to financing and strategic business development, your every need is covered.

As Microsoft's 2021 and 2022 Global Indirect Provider of the year, TD SYNnex can help you solve your customers' most complex business problems—so you can start driving higher recurring revenue for your business.



## PRACTICE BUILDER

Discover the new Microsoft Cloud Partner Program (MCPPE). The Microsoft Channel now includes seven Practice Builder paths closely aligned to Microsoft's revised partner program, which recognizes a range of partner business models across all six solution designation areas.

- **Microsoft Practice Builder** Solutions channel enables leaders looking to create or expand their organization's capabilities, whether you are becoming a Microsoft Cloud Partner for the first time or looking to drive progress toward earning a solutions designation.
- **Transition to the new MCPPE** self-serve resources to exclusively help partners shift from legacy silver and gold competencies to a new solutions partner designation.
- **MCPPE Clinics** provide additional opportunities with a live coach for partners to ask scenario-based questions and assistance with building a transition path to a solutions designation.
- **TD SYNnex Coaches** are standing by to support your questions one-on-one across a wide range of technology, business development, marketing, Microsoft programs and more.
- Sign up for our **Azure Startups** program to help you build and accelerate a top-notch Microsoft Azure practice.



## TRAINING AND CERTIFICATION

We don't just offer partners training; we open the door to expanded possibilities and profitability for your business.

- **ExitCertified** offers a full range of Microsoft certifications online, in classroom or self-paced to deepen knowledge and meet all your Microsoft intermediate and advanced skilling requirements.
- **Cyber Range** an interactive and immersive environment to train, demonstrate & engage partners and their customers using the best technologies, processes, and most advanced techniques in cybersecurity.
- Attend our numerous **TD SYNnex University** technical workshops and walkthrough classes on Azure Migrate, Azure Virtual Desktop, Microsoft 365 Security, Windows 365, and Power Apps. Choose from 1:1, 1: Many or On-Demand.
- We host in person and virtual events:
  - **Brown Bag Chat** empowers your sales organization with our weekly partner community updates.
  - **Cloud Technical Series** on technical topics for Microsoft Azure and Modern Workplace.



## PRE-SALES TECHNICAL EXPERTISE

TD SYNnex boosts your business with the best tools, team, and track record to work for your sales organization.

- Global and local subject matter experts across all Microsoft solution areas: Azure, Modern Work, Security, Dynamics, and ISV.
- 32 cloud pre-sales engineers with over 100 years combined experience with manufacturers, distributors, resellers, and end users bringing real-world experience to solve real-world problems. Backed by over 250 TD SYNnex badged engineers in other disciplines.
- Our local technical teams enable state-of-the-art pre-sales services, support and solution development for partners to recommend solutions and secure end-customer trust.



## STRATEGIC BUSINESS DEVELOPMENT

Accelerate your cloud transformation with our breadth of knowledge, tools, and specialized programs.

- **Data Center Optimization** (DCO) program is for partners who want to expand their Azure business through offering advanced workloads on Azure and grow their existing Azure customer base.
  - Azure migration funding available.
- **Microsoft Dynamics 365 Partner program:**
  - Dedicated Dynamics 365 Partner Development Manager.
  - Dynamics expertise, partner-to-partner (P2P) network opportunities, marketing resources and a multi-level partner program to fit your business.
  - Strategic partnership opportunities for Dynamics partners with TD SYNnex Ally program.



## SERVICES EXPANSION

With a variety of professional services, TD SYNnex can help supplement your company's service offerings, and skillsets to expand your portfolio. With TD SYNnex white labeled services, you can help your customers embrace the cloud much easier, and faster.

- **ServiceSolv** can help supplement your engineering team's expertise by providing technical support and troubleshooting on an as-needed basis.
- The cloud pros at TD SYNnex offer **Cloud and Automation** services on tools required for cost-effective implementation of even the most complex cloud migrations and hybrid solutions.
- **Microsoft post-sales support plans:**
  - Elite: partner is required to provide support.
  - Standard: unlimited partner support 24x7.
  - Select: unlimited end user and partner support 24x7.



## CLOUD MANAGEMENT

TD SYNnex offers two cloud platforms for our diverse partners so that you don't have to worry about your needs being met in a one-size-fits-all platform. Our platforms seamlessly connect all cloud services for easier provisioning, billing, and management.

**Optimize:** operationalize cloud business with consolidated billing capabilities and management tools.

**Increase Efficiency:** manage your cloud business with real-time access to dashboards and analytics reporting.

**Empower Autonomy:** access to a growing portfolio of leading cloud providers and bundled solutions speeds time to market at lower costs, increasing customer value.



## TECHNOLOGY SOLUTIONS AND ECOSYSTEM

Create your own solutions across our broad range of vendor partners sold through TD SYNEX.

- Our portfolio of [Click-to-Run™](#) solutions use automation to create repeatable and ready-to-deploy solutions for your immediate use.
- To combat cyber threats, TD SYNEX supports the channel with our pre-configured [SMB Fraud Defense](#) Click-to-Run™ solution to help security teams protect, detect, and remediate systems.
- [ISV Experience](#) was created to give visibility and generate demand for Independent Software Vendors (ISV) and reseller partners. The program will enable and support you in building, developing, and marketing your solutions. With access to our exclusive ISV platform, you gain an audience of active resellers enabling you to scale your sales exponentially.



## DEMAND GENERATION

TD SYNEX's unique position in the channel allows us to help partners achieve business growth goals by refining their marketing strategy, boosting lead generation, and driving new customer expansion.

- [DemandSolv](#) provides multi-vendor content organized and delivered weekly for partners to share over social media, email, and blogs. Fresh readymade multi-week marketing campaigns on Microsoft 365, Azure, Dynamics, and Power Platform.
- Data driven marketing on how to access, understand and leverage Microsoft Cloud Ascent data which identifies propensity and intent.
- TD SYNEX's [Customer Immersion Experience](#) (CIE) provides a hands-on introduction to Microsoft 365 that gives partners and end users an opportunity to experience a true-to-life user experience that takes you through common work-related scenarios.



## FINANCIAL SERVICES

Gain access to a comprehensive, flexible financing solution that bundles hardware, software and services into a single subscription price customers can scale up or down throughout the course of their term, allowing them to adjust to changing business conditions.

- [TD SYNEX Capital](#) Everything-as-a-Service (XaaS) provides smart payment solutions to drive growth in competitive markets.
- [Risk free solutions](#) for new commerce experience (NCE) annual financing.

## Partner with TD SYNEX and we'll help you grow your practice.

You've earned your customers' trust, and now you need a distributor that helps you deliver.

At TD SYNEX, we are passionate about and connected with our partners, interested in their cloud business, and invested in their growth. Large or small, we consistently and wholeheartedly support and advocate for them.

We are experts in all things Microsoft and dedicated to cloud, data and IoT solutions. We have extensive industry expertise. We know how to help you meet your customers' need and keep their trust.

We're here for you.

Reach out to us today!

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