

# Fueling the Future of SMBs With Microsoft Business Apps

Small and midsize businesses (SMBs) aim to digitize applications and processes to streamline their operations and gain a competitive edge. However, the traditional process for undergoing this profound transformation usually means long delivery cycles and large, project-based pricing with significant upfront risks for the SMBs.

To break this pattern, winning partners are productizing their Microsoft Business Applications offering and delivering fixed outcomes in fixed time periods to satisfy SMB customer buying behavior, reducing buyer risk and shortening the sales cycle. This shift has led to a 35% year-over-year Dynamics 365 and Power Apps net revenue growth, and TD SYNnex has built the programs, capabilities and insights to help you win.

By working with us, you'll develop industry-leading go-to-market and differentiation while acquiring the ability to package and price new, relevant Dynamics and Power Platform solutions for SMBs — allowing you to enable the future for your SMB customers.

## Why Microsoft Business Apps and TD SYNnex?

**Start your business fast** with tailored partner enablement journeys to maximize support, value and customer satisfaction at every step of the way. Enjoy exclusive access to our support experts prior to, during and after every sale.

**Differentiate to win more** by leveraging our unique programs designed to drive specialization and equip you with the tools, services, knowledge and partnerships your business needs.

**Build new routes to market** while simplifying cloud management with StreamOne®. Drive scale to your intellectual property (IP) by productizing it and listing it in the right marketplaces — after applying advanced software lifecycle management capabilities.

## Your Microsoft Business Apps Opportunity

*Tools and trainings for enabling your success*

### Business fundamentals

Start with these digital and hands-on trainings designed to equip your organization with expertise. You can also unlock tailored curricula aligned to the Microsoft AI Cloud Partner Program (MAICPP).

### Technical fundamentals

Take the next step with our suite of technical training tools and partner communities, guided by Microsoft Certified Trainees and Cloud Architects.

- Technical training: monthly workshops led by design sales engineers covering Microsoft technical topics, demonstrations and best practices for Business Intelligence, Low-Code Business Applications and Business Process Automation.
- Certification training: validate your expertise and meet your Microsoft skilling requirements.
- Weekly tech series: local community updates covering a variety of topics for Microsoft Azure and Modern Workplace offerings designed to help you meet your business goals.

## Speed Up Time to Market and Differentiate Your Business With Our Unique Programs and Incentives

There are two ways to deliver business applications — build your practice or peer-to-peer (P2P). We will equip you with the resources and partnerships you require, regardless of the strategic decisions you make, relying on proven strategies and frameworks to help you develop IP and win with programs such as TD SYNEX Transform and Practice Builder. Define your enablement journey with group coaching for comprehensive development coupled with practical, hands-on activities for real-world application and immediate action.

## StreamOne®, TD SYNEX Platform for Operational Automation

By leveraging StreamOne®, you gain access to a suite of tools designed to streamline your business and drive scale to your IP by accessing our network of 35,000+ reseller customers. StreamOne® drives scale to your Business Applications Practice with its software lifecycle management capabilities, advanced reporting and billing functionalities for Software-as-a-Service (SaaS) and Infrastructure-as-a-Service (IaaS), operational automation capabilities, multi-currency management and much more.

Additionally, StreamOne® integrates and exposes to reseller customers the catalogues from leading cloud marketplaces, providing a unified buying experience for you while simplifying the procurement process for your customers.

## Scale Your Success With Cloud Labs, Business Applications Services and Much More!

TD SYNEX's Cloud Labs offer pre-built use cases for a hands-on approach that helps you explore, master and showcase business applications and solutions. By delivering smart proof-of-concepts (PoCs) and containing pre-built scenarios for a real-life simulation, you are free to book your technical consultations and win more business!

We provide comprehensive cloud service provider (CSP) support, licensing advisory, demand generation services and a range of high-scale migration services of on-premises Navision to Business Central or Azure Managed Services for Navision in Azure, as well as a variety of other offerings. Our goal is to maximize your opportunity, drive growth and deliver exceptional services tailored to meet your needs. With our expertise, we ensure your business thrives in a dynamic and competitive environment.

"The collaboration with TD SYNEX and investments in Power Platform enabled Invid Jönköping to transform the customer's operational efficiency dramatically. TD SYNEX contributed vital training and expertise in Power Platform, empowering Invid Jönköping to build a dependable tool."

André Prien  
Chief Executive Officer, Invid Jönköping AB



## Contact Us

To learn more about how TD SYNEX and Microsoft can help you grow through our robust portfolio of business applications and solutions, [visit our site](#) or contact your [TD SYNEX Microsoft team](#).