

ISV Market Insights and Destination AI

Software-as-a-Service (SaaS) has transformed the way that businesses source application software and given revolutionary benefits to its early and later adopters. The market looks to software providers for help in managing the astonishing amount of data that is produced and consumed by applications. Managing this data means embedding more advanced technologies such as artificial intelligence (AI) and machine learning (ML) in the applications that companies use daily and integrating this innovation process in a highly scalable SaaS model. With TD SYNEX's industry-recognized Destination AI, the TD SYNEX Microsoft team can bring the AI ecosystem to your fingertips.

Increased ROI From Your Microsoft Investments in ISV Evolve

From technical enablement and channel readiness support to marketing and financial incentives, Independent Software Vendor (ISV) Evolve helps you leverage Microsoft cloud solutions, differentiate in the market and deliver greater value. Whether new to the ISV space with Microsoft or enhancing existing capabilities, ISV Evolve can help accelerate your growth. By leveraging our technical teams, cloud architects and services experts, we help you fast-track success in the Microsoft AI Cloud Partner Program (MAICPP) and get the most out of your Microsoft partnership.

		Optimize	Grow	Foundational	Intermediate	Advanced
Growth	Vendor and Technology Training and Certifications		○	✓	✓	✓
	High-Growth Technologies Learning Journey		○	✓	✓	✓
	App Migration, Modernization and Innovation Services	○	○	✓	✓	✓
	Solution Accelerators and Cloud Lab Demo Environments	○	○	✓	✓	✓
	IT Estate Management and Financing Solutions	○		✓	✓	✓
	Professional Support and Field Services for ISVs	○	○	✓	✓	✓
	Vendor and Hyperscaler Programs Optimization		○	✓	✓	✓
	Renewals and ISV Customer Lifecycle Management	○	○	✓	✓	✓
	Demand Generation and Marketing Services		○	✓	✓	✓
Operations	SaaSification Services for Cloud-Native ISVs	○	○		✓	✓
	StreamOne® Platform for Operational Efficiency	○			✓	✓
	StreamOne® Marketplace Syndication*	○	○			✓
Transformation	Hyperscaler ISV Specializations		○			✓
	High-Growth Specializations (Intel, Red Hat, IBM, ...)		○			✓
	AI ISV Specialization – Practice Builder		○			✓
	ISV GTM Consulting: Channel builder		○			✓
	ISV Marketplace Private Offer Acceleration		○			✓

*Microsoft Commercial Marketplace supported, SaaS

ISVs and Microsoft: Your Opportunity

To succeed in the cloud, ISVs need technology expertise in specific technology areas to offer high-value solutions to their customers. That’s why TD SYNnex and Microsoft have partnered to help ISVs unlock their full potential and achieve specialization with tailored technology programs and tools designed for your success.

Technology Solution	TD SYNnex Differentiator	Purpose
<ul style="list-style-type: none">AzureModern WorkBusiness Apps	SaaSification Factory Move to the Cloud	We help you provide an attractive, cloud-based offering to customers to establish a more stable revenue without re-factoring your application.
<ul style="list-style-type: none">AzureModern WorkBusiness Apps	SaaSification Factory Cloud-Native Apps	We help you grow your business, accelerate product development and incorporate AI while reducing your infrastructure costs and opening new markets.
<ul style="list-style-type: none">Microsoft Technologies	Microsoft Training, Certification, Designation and Advanced Specialization	Digital and hands-on training journeys designed to equip your organization with the expertise required to excel. We also help you progress in your MAICPP Designation and Specialization.
<ul style="list-style-type: none">Copilot StudioCopilot for Microsoft 365Azure Open AIAzure Fabric	Cloud Labs for ISVs	<ul style="list-style-type: none">Provides partners with pre-configured environments for hands-on experience and testing of Copilot, Fabric and Azure AI.Live environment with Copilot Studio and PSA/IT Service Management (ITSM) integration.

Whether your SaaS solution is focused on the workplace of the future with Copilot, on Azure Services, on the Microsoft Security portfolio or based on Business Apps, we have the right program for you – with tailored enablement, tools and solutions.

With TD SYNnex and Microsoft, you can leverage the power of the cloud, differentiate yourself in the market and deliver value to your customers.

ISV Adoption Journey and Resources

Support During			Support After
AI Enablement			
Building With Azure <ul style="list-style-type: none">ISV Cloud Services Provider (CSP) onboarding planTraining and migration guidesAzure support ticketsIT procurement consolidation	Intelligent Apps Packaging <ul style="list-style-type: none">SaaSificationArch optimization advisoryData and AI use casesPartner ISV communityMAICPP incentive advisoryPartner specializations/designation	Taking to Market Your Business <ul style="list-style-type: none">Marketplace listingsCurrency managementBilling management and automationTD SYNnex partner ecosystem	Scaling Your SaaS Business <ul style="list-style-type: none">Security and identity managementMarketplace rewardAzure auditing and budgetingChannel enablementGTM supportPackaged marketing services



Girish Vaidya
Senior Technical Architect,
Paybooks

In the Words of Our ISV Partner...

"TD SYNnex has a very close partnership with Microsoft and it can provide a lot of value to ISVs like us, connecting to the right people. TD SYNnex also brings lots of expertise, with managed services and ISV support and unique tools like StreamOne®."

Contact Us

To learn more about how TD SYNnex and Microsoft can help you take your ISV business to the next level, [visit our site](#) or contact your [TD SYNnex Microsoft team](#).