TD SYNNEX

Microsoft

Data Center Optimization Program

The TD SYNNEX Data Center Optimization (DCO) program helps TD SYNNEX reseller customers accelerate their Microsoft Azure Cloud Solution Provider (CSP) practices with exclusive enablement resources and support. Consisting of a 12-month engagement, the DCO program is designed around growth targets for Azure Consumed Revenue (ACR). This Azure acceleration program is led by Microsoft and extended to select indirect providers.

What Does the DCO Program Mean to TD SYNNEX Customers?

When TD SYNNEX invites reseller customers to join the exclusive DCO program, participants gain access to a portfolio of sales, marketing and technical enablement resources to achieve Azure growth milestones. Value-added resources and offerings include:

1. **Rebate Earnings:** Earn more* when you achieve 50% and 100% of your established program targets.
2. **Education and Training:** Help your sales and technical team members access Azure training from a Gold Certified Microsoft Learning Partner through TD SYNNEX's ExitCertified offerings. DCO program members receive a 30% discount on all Azure ExitCertified trainings. Plus, receive invitations to webinars, executive briefing summits and more.
3. **Marketing Development Funds (MDF):** Leverage marketing funding from TD SYNNEX for your Azure demand generation efforts through our Partner Marketing Funds (PMF) program.
4. **Migration and Services Funding:** Maximize our DCO jump-start dollars to support assessments, migrations and services delivered by the TD SYNNEX ServiceSolv team.
5. **Marketing Services:** Receive a consultation and execution of digital marketing services funded by TD SYNNEX to target and reach the right end-user customers.

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Ready to Accelerate Your Azure Practice?

Contact TD SYNNEX Cloud Solutions Consultant, Ashley Connolly, at Ashley.Connolly@tdsynnex.com to get started.

*Amount earned varies based on contract or signed memorandum of understanding (MOU).