



Tech Data's Digital Security Practice Builder

Challenge

With more and more businesses investing heavily in security products and solutions, and with cyber crime only increasing, the time to power a sustainable security practice is now. For technology solution providers, it can be time-consuming and costly to figure out how to build a security business that offers customers the best value and stands out from the rest. Tech Data can help you capture this opportunity.

About Digital Security Practice Builder

Security Practice Builder is a foundational methodology which offers solution providers a step-by-step approach to building a security practice or accelerating an existing practice. Tech Data now offers the award-winning Security Practice Builder experience online.

How It Works

The on-demand program provides partners with an assessment of their current business and a roadmap to help partners choose their path toward greater security growth. This roadmap offers partners a foundational way to quickly increase their knowledge and expertise around security and gain proficiency in one or more vendor technologies. It is also a comprehensive outline of all of the key components that are needed to help our partners and their customers build a new technology practice or expand their existing technology.

Our digital curriculum includes the following critical components of a security practice:

- **Strategy Development**
- **Services**
- **Training and Enablement**
- **Sales Execution**
- **Marketing Services**

After taking the assessment and receiving access to the on-demand curriculum, the partner will have access to a Solution Practice Consultant who can assist the partner in additional growth strategies if needed.

Program Objectives

Tech Data's Digital Security Practice Builder program helps partners rapidly build a profitable security practice that empowers them to:

- Expand market share with IT Security vendors
- Enhance security offerings with assessments, consulting services, managed services and education
- Deliver scalable solutions that support customer demands

Business Outcomes

- Determine market potential for your security practice
- Develop a differentiated security solution portfolio
- Execute a training program for your sales and technical teams
- Build a marketing plan to promote your practice

Interested in learning more? Contact your Tech Data account representative or visit [practicebuilder.techdata.com/security](https://techdata.com/security/practicebuilder) to start your Digital Security Practice Builder today.