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From the Desk of Reyna Thompson

Reyna Thompson
Senior Vice President, Product Management, Advanced Technology Solutions- Security, North America, TD SYNNEX

I want to take a moment to thank all our valued resellers and vendors for your support, business and partnership this year. TD SYNNEX has exponential growth on the horizon and we’ve had an incredible, record-breaking year so far. We look forward to 2023 and the continued success therein.

We’ve been discussing the changing workplace environment for the past few years, and that change is now upon us. Hackers have learned from it and are using AI, machine learning and other advances to launch sophisticated attacks. Simultaneously, many organizations lack sufficient cybersecurity knowledge and expertise.

Amid all this change, I am also excited to announce a change within our organization, as our group will now be officially referred to as “CyberSolv.”

The CyberSolv team is here not only to help with solutions and services, but to also act as consultants. We can assess your existing line card and recommend which solutions to add to fill in any gaps. We know that technology is ever evolving. From regional roadshows, monthly newsletters, LinkedIn videos, vendor trainings, on-demand content and more – we have you covered to always stay on top of the newest trend, solution and threat. You can expect the same white-glove support you have always received from our Security & Networking team, but now under the “CyberSolv” name.

Our team encompasses an impressive group of business development reps, product managers, field sales engineers, product business managers and partner enablement managers – all of whom are a great resource for you to utilize for consulting when it comes to growing your or your customers’ businesses.

Should you need help with finding someone at TD SYNNEX who can help you with your specific needs or customer scenario, don’t hesitate to reach out to us at SecureNetworking@tdsynnex.com. We will be happy to connect you with someone who can help!

We look forward to working with you to continue a successful partnership!

Best,

Reyna Thompson

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The Human Element of Cybersecurity

**Calhoun McKinney**

Director, Product Business Management, TD SYNNEX

Mistakes are inevitable. In fact, on average, humans make a mistake three to four times an hour. Human fallibility is deeper than just mixing up similar characters. A person who is amazing might be 98% accurate, but that still means they’ll slip up in some way two out of every 100 times. Even if you put a review process in place, you’ll still never reach 100%. You can get close, but there’s still going to be that rare miss. You may block or train against 999,999 phishing or social engineering attempts, but that one in a million is going to cause the most pain and cost the most resources.

Overall, 85% of breaches included a human element and 61% related to stolen or misused credentials. With more than 791,790 complaints of suspected internet crime in the US in 2020 alone, these reports show that the human element is causing many breaches – and there are no signs of this trend abating.

The only way to close the human gap is to create a process both on the technological side and the human side. Combine the two in order to strengthen the technological side and reduce potential for abuse, and strengthen the human side to stop what makes it through. If you use a plain key, a lockpick can open the door, but what if you use the newest military-grade smart card? A person can still hold the door. Each side of the equation needs to be addressed or you don’t have a balance that means anything.

**So, what can you do?**

**1. Offer Continuous Training**

Everyone from the CEO to the receptionist should understand their role in protecting an organization from cybersecurity threats. Most organizations today ask employees to watch a short video every October during Cybersecurity Awareness Month and take a brief quiz to document the training, but that’s simply not enough. Awareness training should be an ongoing effort that bakes security into the culture of your organization.

**2. Deploy Advanced Email Protection**

From phishing attacks to information solicitation, inbound email messages pose numerous cybersecurity risks. Next-generation email gateways perform reputational filtering, sandbox suspicious attachments and rewrite URLs to protect employees against malicious sites. It’s not sufficient to depend on the controls built into your email system.

**3. Revisit Your Approach to Password Security**

At a minimum, organizations should provide employees with access to password vault technology to encourage the use of unique, strong passwords that are not reused. They should consider going beyond credential management by deploying single sign-on (SSO) technology to centralize password-based authentication. Once SSO and multifactor authentication are in place, you can explore a modern password-free approach.

**4. Update Multifactor Authentication (MFA) Controls**

Organizations with existing MFA deployments should examine whether the extent of that deployment is sufficient. The best way to quickly deploy strong MFA is to integrate it with an SSO solution, enabling the organization to rapidly protect both on-premises and cloud-based systems and applications.

To learn more about how to implement these strategies and more, email SecureNetworking@tdsynnex.com.

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Ensuring Cloud Security Maturity

Cloud migrations have become essential to a digital transformation strategy. With more and more organizations moving their workloads to the cloud, embracing a security-first approach to cloud deployments is imperative.

Threat actors rely almost entirely on human error. You can have all of the right tools and all of the right skills, but just one careless error—bad storage access settings, improper validation of credentials or disabled logging and monitoring—and that's a gap ready to be exploited.

One survey reports that 27% of organizations have experienced a public cloud security incident, up 10% from last year. Misconfigurations lead the way (23%), outpacing account compromise and exposed data by user, both at 15%.¹

Cloud deployments have significantly changed the security paradigm. Organizations must now take a security-first approach and deploy a consistent security framework that spans the entire cloud infrastructure.

Security experts recommend that partners assess their customers’ security infrastructures at minimum on an annual basis. These assessments can help detect vulnerabilities and allow your customers to proactively correct any weaknesses and safeguard their data – and their business.

However, navigating an assessment without the help of an experienced cybersecurity professional can be challenging for most of your customers.

TD SYNNEX has developed a proprietary Cloud Security Maturity Assessment (CSMA) tool that uses gap analysis to identify and pinpoint areas for improvement based on your customers’ individual risks. The results from the CSMA can help define their cybersecurity roadmap, while helping you expand your monthly recurring revenue with cloud security offerings.

Our team can help guide your customer through this valuable process. Learn more at: bit.ly/CloudSecurityMaturity.

¹ Check Point. 2022 Cloud Security Report.

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Increase Revenue by Expanding Into New Product Areas

Expand your business without putting a burden on your team with the TD SYNNEX Next Up Solutions team.

Keeping up with the latest trends in cybersecurity and networking can be a confusing, ever-changing alphabet soup of trends and products. Your team likely already has enough on their plates and doesn’t always have the time to spend evaluating new vendors to stay relevant.

You need a better way to get visibility to new technology without it being an overwhelming process. You don’t have to do it alone. The TD SYNNEX Next Up Solutions team can work with you to help you identify and implement new cybersecurity and networking vendors, without putting a burden on your team, by working with you on a simple road map:

Map out Your Cybersecurity and Networking Journey.

The first step in growing your business is understanding where you are, and where you want to go. Not sure where to start? TD SYNNEX can help you define where you are, explore possibilities for where to go next, narrow in on a direction, and put a plan in place to help you get there. Whether you just need a few product recommendations or help setting a road map for an entirely new line of business, the Next Up Solutions team will act as a resource with you.

Identify the Gaps in What You’re Already Selling, and Where You May Have New Opportunities.

Once you have a clear picture of where you want to go, you’ll need to identify how to get there and where the missing pieces are. The Next Up Solutions team offers free line card consultations to help you identify opportunity gaps. The team will look at what you are already offering, recommend new expansion areas, and help you put a plan in place to move forward.

Evaluate Vendors and Services to Expand Your Offerings.

After you identify what your needs are, the next step is to find the right vendors who fill those gaps, offer the support you need, and allow you to go to market in a way that makes sense for your business. Request a Concierge Solutions Showcase with the Next Up Solutions Team. Hear from new vendors of your choice (or get recommendations based on your needs) about what they offer in a custom solution showcase tailored to your needs.

Implement New Offerings and Go to Market.

Once you have identified the right-fit vendors, work with the TD SYNNEX team(s) and vendors to put your new offerings into action. By purchasing through TD SYNNEX and working with the Next Up Solutions team, you can skip many of typical barriers of selling a new vendor. We can also work with you as an extra resource for technical pre-sales support, demos, BoM creation, and more.

Expand, Renew and Grow.

Continue to grow your revenue through cross-selling, multi-vendor solutions and services, renewals and more. TD SYNNEX offers many partner enablement programs and activities to help you grow. The Next Up Solutions team can help you identify the right programs to fit your needs and help connect you to the right teams to get started.

Growing your business by adding new technology offerings and new vendors shouldn’t be a one-time activity. Cybersecurity and networking, like all technology, continues to rapidly evolve and if you don’t evolve with it, you run the risk of losing customers and potential revenue. The TD SYNNEX Next Up Solutions team was purpose built to help you continue to grow in a way that makes sense for your business and your customers’ businesses.

The TD SYNNEX Next Up Solutions Team specializes in helping partners grow their business through new routes to market in the cybersecurity and networking space. Made up of experienced sales individuals across specific vertical markets, the team can help you find new growth areas that complement your existing business.

Get in touch and email the team at NextUp@tdsynnex.com.
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Beyond Security 2022: Recap

The TD SYNNEX CyberSolv team kicked off our Beyond Security conference in May to showcase opportunities to help our partners expand and amplify their security practices.

Held annually, this comprehensive event explores the latest security insights and hosts one-on-one strategy sessions and collaboration. Partners have the opportunity to learn from and connect with security thought leaders, vendor partners and our cybersecurity peers.

Check out a few photos of the event below:

Jessica McDowell, Vice President of Business Development and Product Management, TD SYNNEX, kicks off Beyond Security with opening remarks and state of the business.

Dr. Steve Robbins, Social Scientist, Inspirational Speaker and Storyteller, delivers ‘What If’ keynote address.

Brett Scott, Director, Cyber Range, TD SYNNEX (Pictured with Tracy Holtz, Vice President, Cloud Solutions, Americas, TD SYNNEX) discussed the importance of cybersecurity preparedness and the capabilities of the TD SYNNEX Cyber Range.

If you missed any of our sessions, or want to re-watch anything, please check out our CyberSolv page within TD SYNNEX University for all uploaded content.

Continued on next page >
Fireside chat with Calhoun McKinney, Director, Product Business Management, TD SYNNEX, Peter Larocque, President, North America Technology Solutions, TD SYNNEX and Jessica McDowell, Vice President of Business Development and Product Management, TD SYNNEX.

Many thanks from the TD SYNNEX team!

Join us May 2023 for the next Beyond Security Conference, in Phoenix, AZ!

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Although it seems 2022 is flying by, we still have a lot on the calendar for the latter half of this year!

At each of our CyberSolv events, partners in attendance will get the chance to interact with our top vendor sponsors, hear from TD SYNNEX representatives on important security and networking topics, as well as participate in some entertaining activities.

See below for the dates and locations of each of our upcoming 2022 events. Our events throughout 2022 will be taking place across all regions of the United States, so chances are we will be stopping by a city near you if we haven’t already!

Pre-register today for any of our events at bit.ly/TDS_security_events or reach out to SecureNetworking@tdsynnex.com with any questions.

We are looking forward to what is in store for the final months of 2022 and connecting with you all at our upcoming events!

**Upcoming CyberSolv Events**

**Fall:**
- Southeast Roadshow  
  October 25, 2022  
  Charlotte, NC

**Winter:**
- MSP Evolve  
  November 3, 2022  
  Ft. Lauderdale, FL
- West Roadshow  
  December 13, 2022  
  San Diego, CA

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A cyber range is more than just a data center – it’s a place of innovation where we can aggregate security products and solutions which bring people together to learn about security, upskill talent and showcase our vendor product lines.

The TD SYNNEX Cyber Range is the first of its kind in distribution. The range currently has over 40 security solutions installed and we are currently deploying nine additional solutions due to our expanded line card. The TD SYNNEX Cyber Range demonstrates the “why” behind cybersecurity products for our partner community and is a place where individuals practice and learn on equipment and cyber security tools.

Our mission is to train and enable our partners and their end customers with critical cybersecurity skills within an immersive learning environment to improve abilities and availability to prevent, detect, and respond to cyberattacks.

The range offers virtual and in-person events at our current Tempe, Arizona facility to demonstrate installed vendor technology, as well as host other partner engagements. The range does not demonstrate live hacks, penetration testing or vulnerability assessments and we never compare one installed vendor product over another.

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- Interactive Malware Lab
- Improved Security Operations Center (SOC)
- Interactive Forensic Lab
- Additional Operational Technology (OT) Infrastructure

To learn more about the TD SYNNEX Cyber Range or to view a virtual tour of our space please visit our website at cyberrange.techdata.com or email CyberRange@tdsynnex.com.
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New Passage Program Track: **Channel Security Practitioner**

**Caleb Guy**  
*Program Manager, Passage Program, TD SYNNEX*

As an exclusive offering from the **TD SYNNEX Passage Program** workforce development service, the Channel Security Practitioner job track is designed to maximize your customers’ security offerings in the channel.

This track is ideal for end user customers and reseller partners who want to invest in cybersecurity offerings, but aren’t sure where to start:

- Channel Security Practitioners **assess, recommend** and **implement** security solutions based on an organization’s needs.

- The Passage Program will assess eligible candidates on the following technical skills:
  - Data Collection
  - Vulnerability Identification
  - Security Policy
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  - Threat Intelligence
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Disrupt the Buying Norm With Social Selling Tactics

Mary Katherine Fisher
Manager, Partner Enablement Management,
TD SYNNEX

Business to business (B2B) digital interaction has been accelerated over the past few years due to remote work and is now top of mind for many sales organizations. In fact, the Gartner Future of Sales report predicts that by 2025, 80% of B2B sales interactions between suppliers and buyers will occur in digital channels.

While travel has amped back up, many individuals reveled in the newfound balance that the past two years gave them and are looking to decrease their overall time spent away from home. The end result? Salespeople still need to sell to their customers and meet and engage with them wherever they are located – but now this is most likely occurring in their own homes, virtually. With less customer face time, virtually selling via social channels will need to take lead. According to LinkedIn, four out of every five LinkedIn members are the people who drive business decisions.

Using five simple tactics, business development reps can accelerate their growth by finding and building relationships with customers on LinkedIn:

**Tactic 1: Treat LinkedIn Like Your Rolodex**

For those too young to understand this comparison, think of LinkedIn as a file folder of every business card you have ever received or have wanted to receive. You don’t need to have interacted with the individual personally to reach out. Here are some trigger events that can start the first conversation:

- An individual attended your training or webinar.
- An individual presented a webinar, course or content that interested you.
- You were on a training call or meeting together.
- You met the individual at a conference or business meeting.

**Tactic 2: Use Your Resources**

There are many avenues that are available to sales individuals these days to allow our lives to be more efficient. Below are a few ways to consolidate your efforts, while still making a difference:

- **Google Alerts:** Set Google Alerts for your customer’s companies, products and competitors so you understand when there are notable updates.
- **Hootsuite:** Take 30 minutes each week to schedule your posts. Your only concern then will be monitoring the posts for relationship building.
- **LinkedIn Navigator:** Part of LinkedIn Premium, but it allows you to customize a LinkedIn “feed” with only the individuals and companies that are your prospects.

**Tactic 3: You Don’t Have to be the Expert – Let Others be the Expert for You**

There are a variety of resources at your hands. Use those resources to create unique content or just share it to keep prospects informed. This can help you position yourself as an expert and resource for that customer. Customers are looking for someone to advocate for them, understand their problems and provide solutions – by putting yourself in this position, you will stay top of mind when they need help.

Continued on next page >
Tactic 4: Use the Multithread Approach

Similar to using LinkedIn as a rolodex of your network, use the multithread approach when it comes to connecting with decision-makers. This means connecting with multiple decision-makers at the target organization. The more interconnected you are with company and in front of them through their social feed and messages, the more likely your name will be brought up when needed as you are top of mind. LinkedIn Navigator or simply using the advanced search filters on LinkedIn search is a great way to find decision-makers.

Tactic 5: Don’t Try to Sell on the First Engagement

Compare social selling to courting or dating – you want to get to know someone before you ever try to propose. It takes time to understand a company’s problems, personality and specific needs. When messaging them in the beginning, just share relevant information to further position yourself as a resource. Comment on their posts, tag them in relevant content, ask them for feedback on articles and other methods of casual engagement. By doing this you will ultimately identify a need that you can then use as a jumping point to discuss specific business opportunities.

Our team has worked with our top technology partners to provide customer-facing content for you to repurpose on LinkedIn and other social platforms. All you have to do is download the graphics and they are yours to share. It’s that easy!

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TD SYNNEX has gone through many changes with the recent merger, and the ServiceSolv team is no different.

The service teams on both the legacy Tech Data and legacy SYNNEX sides have always been there for partners when they needed it, hand-picking service providers to help partners with everything. From boots-on-the-ground support during an install, to helping with technology that is not yet in our partners’ systems or just lending a hand when the bench is full, the TD SYNNEX ServiceSolv team’s dedication to connect partners with exceptional service providers has not changed.

However, the ServiceSolv line card has gone through some major updates! The merger has allowed the legacy teams to combine two strong line cards as well as add amazing new technologies that neither company could offer before on their own. For example, one of ServiceSolv’s new service providers, Candor, has identified a gap in traditional one-time penetration testing methodology and has created a product to address it, Candor Protect: AI Penetration Testing as a Service. Candor Protect is the first of its kind, in that they have commodified internal penetration testing for automated security validation; providing a proactive method and toolset to measure, test/validate and maintain security posture.

TD SYNNEX ServiceSolv has also added a variety of complimentary services and assessments to help you and your customers succeed. Examples include free external vulnerability assessments, security maturity assessments and a pre-sales engineering team that will offer technical support to get your project off the ground.

Discover TD SYNNEX’s Newly Combined ServiceSolv Offerings!

Build your business with TD SYNNEX’s team of ServiceSolv experts and a line card that continues to evolve as the company continues to grow.

Contact the team today at ServiceBD@tdsynnex.com.

View the ServiceSolv line card at bit.ly/ServiceSolvCard!

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Meet the Strategists Behind the CyberSolv Business Unit

As Security and networking needs are constantly evolving, TD SYNNEX has recently restructured the Product Business Manager (PBM) team for CyberSolv to ensure partners have access to the best and brightest in the channel to provide unparalleled strategy, programs and insights! Meet the newly formed team and learn a little more about them below:

**Augie (Pena) Staab** (Augie.Pena@tdsynnex.com)
Manager of Networking, Alliances, Next-Up of Product Business Management

What is your favorite part of working in the cybersecurity industry? The diversity of products. No security solution is “one-size-fits-all” – we operate in the grey, tailoring security and networking needs for our vendors and partners, which is what gets me excited every day! I can say that in this industry I am always on my toes, never repeating the same task twice, constantly learning and evolving my perspective to stay ahead of the game.

What is one security strategy or product partners should look into? IoT Security – security is usually an after-thought as it relates to IoT devices. We live in a world of conveniences, asking “how can we make a task easier and more efficient?” IoT is the answer nine times out of 10 – but the channel agrees that ensuring these networks are housed in a segmented network with an additional layer security is just as important.

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**Jessie Burgess** (Jessie.Burgess@tdsynnex.com)
Vendor Specialty: Next-Up! (Zscaler, Crowdsrike, Ping, Proofpoint and many more!)

What is your favorite part of working in the cybersecurity industry? The excitement of innovation and endless opportunities. We aren’t chasing the same age-old questions like “which came first, the chicken or the egg?” Since cyber criminals are constantly evolving and creating new threats to breach networks, it is our job to investigate, educate and explore groundbreaking technology to help our partners and customers adapt to the threat landscape and protect themselves and their customers. Cybersecurity is an exciting field with various facets which challenge you to keep learning and progressing.

What is one security strategy or product partners should look into? Identity and access management (IAM) is a tool within the framework of zero-trust that I would urge all our partners to explore. In a world that is constantly on the go, IAM allows companies to ensure the right person can access to the right resources, at the right time, for the right reasons.

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**Neysa Gardiner** (Neysa.Gardiner2@tdsynnex.com)
Vendor Specialty: Juniper, Ciena and Firemon

What is your favorite part of working in the cybersecurity industry? How innovative the industry is. You’re always at the forefront of where technology is moving next and witnessing its evolution.

What is one security strategy or product partners should look into? Having a well-organized network is the first and most crucial step in cybersecurity ‘health’. Even small companies should be aware of where their servers sit in their network, what is connected to them and what rules they have in place. There are tons of great products that can help a business begin that process or help them to get back on track with reorganizing and updating old technology.

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**Sandy Cheng** (Sandy.Cheng@tdsynnex.com)
Vendor Specialty: Palo Alto, Sophos and Trellix

What is your favorite part of working in the cybersecurity industry? The satisfaction of learning new technologies, risks and solutions out there to fully understand and protect my company as well as supplying solutions that align with customers’ needs.

What is one security strategy or product partners should look into? Zero Trust. With so many remote users, no device, user, workload or system should be trusted by default regardless of the location it is operating from – whether inside or outside of the security perimeter.

Continued on next page >
Lauren McAuliffe (Lauren.Odonnell@tdsynnex.com)
Manager of Security, Product Business Management

What is your favorite part of working in the cybersecurity industry? In a world that’s become so reliant on technology and being connected, cybersecurity is a critical part to corporate and everyday life to keep that connectivity safe. Working in an industry that spans across all corporate industries and most at home environments makes it such an important and rewarding space to work in because of its impact across almost all aspects of personal and professional life.

What is one security strategy or product partners should look into? From a full business security strategy perspective, partners should always be searching for additional value they can provide their customers. Always being on the hunt for ways to dig deeper with customers will create resellers that are true sources of knowledge and consultants versus just product sourcers. Security is complex but building out a practice that can include product with other valuable components builds the strongest customer relationships. Other components to a security practice that need to be looked at include: offering security assessments to evaluate existing landscapes and gaps, exploring non-traditional financial programs or purchasing models and professional security services such as installation, configuration and post-sales support.

Hunter Weider (Hunter.Wieder@tdsynnex.com)
Vendor Specialty: Trend Micro, SonicWall and Check Point

What is your favorite part of working in the cybersecurity industry? The opportunity for continuous improvement—on a product and personal level. The threat landscape is ever evolving, which means vendors are constantly improving their offerings to better protect their customers. On a personal level, there is always something I can learn more about and implement in my day-to-day to protect myself and personal information!

What is one security strategy or product partners should look into? I think partners should look into Extended Detection and Response or XDR. XDR solutions bring a proactive approach to threat detection and response. It delivers visibility across all data, including endpoint, network, and cloud data, while applying analytics and automation to address today’s increasingly sophisticated threats.

Shawna Gentner (Shawna.Gentner@tdsynnex.com)
Vendor Specialty: F5, Symantec and Keysight

What is your favorite part of working in the cybersecurity industry? There’s never a dull moment when you work in any aspect of cybersecurity. The only constant is change and that’s very exciting to someone who considers themselves to be a professional student. I really do enjoy learning about the existing threats, how they have changed and the new threats and solutions being developed and the impact this has on our society.

What is one security strategy or product partners should look into? One area that I’m most excited about is the up-and-coming area of distributed cloud services. When you look at the digital transformation journey so many enterprises are on this service model is a natural progression for those customers. These services not only ensure that everything is secure but also gives the enterprise the ability to build, deploy and operate applications across multi-cloud or at the edge.

Kirsten Brauser (Kirsten.Brauser@tdsynnex.com)
Vendor Specialty: Fortinet

What is your favorite part of working in the cybersecurity industry? The ability to help protect individuals from attacks on critical information. It’s as if I am a part of a cyber police task force!

What is one security strategy or product partners should look into? Fortinet has an amazing set of products that will make sure you are fully protected from cyber threats. Please reach out to our incredibly talented business development representatives and field solutions architects to find what will work out for you.

If you or someone you know is interested in joining this team of thought-leading individuals reach out to Augie.Pena@tdsynnex.com for opportunities!

Be sure to check out content from these individuals about industry trends on-demand on the LevelUp portal or in-person at the next CyberSolv Roadshow!
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Complementary, Not Supplementary: The Future of TD SYNNEX and Value-Added Offerings

Jim MacBride  
Director, Business Development,  
TD SYNNEX

Vendors are increasingly looking to distribution to provide fundamental services to the partner community. TD SYNNEX focuses on education, training and managing of not just the long-tail business, but reseller customers with significant revenue potential. We are stepping up to the challenge and providing multiple complementary solutions and service sets that allow vendors to grow.

Distribution has long been seen, positively, as the bank and warehouse of the IT-distribution channel. TD SYNNEX and competitors like us facilitate, owning the liability from finance to stock. Distribution later evolved to offer services – rack and stack and running cable for access points (APs), for example. At the same time, vendors had huge channel teams, infrastructure and tech support staffs – and distribution’s value-add was deemed supplementary, not complementary.

Adding Value Through Expertise

To complement the vendor and reseller offerings, TD SYNNEX has always staffed a talented, well-trained bench of engineers, focused on part validation, bill-of-material (BoM) creation, configuration, and design. Wi-Fi and security assessments have allowed our value-added reseller (VAR) partners to expand and dive deeper with their customers, the end users. BoM creation and validation has allowed those same partners to win more business, both from existing customers and new ones.

Vendors have also increasingly looked to TD SYNNEX to manage post-sales support on their behalf. As the demand for technical resources has exploded over the course of the past several years – with no end in sight – we have taken on Tier 0/1 technical support responsibilities for Broadcom’s Symantec Commercial business. TD SYNNEX also offers Gold Seal support for Palo Alto products, and we’ve begun conversations with other vendors to take on similar offerings. In both cases, TD SYNNEX support offers decreased hold times and increased customer satisfaction over the comparable vendor-led support, mostly due to our ability to scale quickly and effectively.

Going Beyond the “Table Stakes”

But as the channel evolved, we pushed to do more for our vendors and reseller customers as well. The transactional business is what many at TD SYNNEX like to call “table stakes” – necessary and important, but as we grow, TD SYNNEX is looking to provide more value to our reseller customers and vendors. We immediately began to look for ways to complete current vendor offerings and step one was providing education and training. We became an Authorized Training Center for Palo Alto Networks, Check Point, Fortinet, and Sophos, among others. This capability allows our reseller customers the ability to train their engineers on how to sell, configure and deploy vendor solutions, as well as ensure compliance standards for the respective partner programs.

Continued on next page >
Most importantly, we have looked to expand this education and training ability into a true enablement offering. Our business development teams, partner business reps, enablement managers and sales engineers have worked hard to create real programs that guide resellers through vendor-specific enablement offerings, adding incentives and gamification elements to make those offerings engaging.

Driving Results With Training and Enablement

As an example, one of our larger vendors developed an emerging partner program that has provided TD SYNNEX the opportunity to prove out these concepts at both the vendor and reseller level. Through this program, we identify high potential partners that have a desire to drive net new business and additional value in the vendor ecosystem. TD SYNNEX then takes the responsibility for training, enablement and end user demand gen programming, ultimately resulting in graduated reseller partners fully capable of building pipeline and deal registration opportunities.

TD SYNNEX has graduated seven partners through this emerging partner program through the first three quarters of the vendor’s fiscal year. More importantly, those partners have seen over $30 million in pipeline generation and 120% year-over-year growth in accepted deal registrations, worth almost $10 million.

To further drill down, TD SYNNEX has facilitated the enablement, training and graduation of a regional partner in Utah. That partner committed to the emerging partner program, blowing through the training and enablement requirements. Through three quarters, their deal registration value is already up 31% year-over-year from all four quarters of FY21 combined. They have brought four net new end users to the vendor ecosystem and have garnered untold praise from the vendor channel team.

Complementary, not supplementary. That differentiation has been the key to TD SYNNEX’s success over the course of the last decade. We have evolved from offering supplementary services: if you can’t do it or don’t have bandwidth, we can supplement your capabilities. At TD SYNNEX we view ourselves as integral to the vendor and partner communication through not just credit and fulfillment, but training, education, and enablement - and we’ll continue to look to expand those services as the channel continues to evolve.

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