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**If You Like NGINX... You’ll Love NGINX Plus**

Every company is a technology company. The applications you build play a critical role in your company’s future. But building applications is only the half of the battle; success or failure depends on how well you deploy, secure, and scale your applications.

NGINX Plus is the only all-in-one API gateway, cache, load balancer, web application firewall (WAF), and web server. NGINX Plus extends NGINX Open Source with exclusive features and award-winning support, providing customers with a complete application delivery solution.

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**Why NGINX Plus?**

- **Consolidation**: Reduce complexity and simplify management by consolidating load balancer, API gateway, and WAF into a single elastic ingress/egress tier.
- **Modernization**: Build a high-performance, adaptable, software-first IT infrastructure aligned to DevOps and modern app architectures.

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NGINX is a part of F5
What a year it has already been! As we streamline and accelerate the merger of two of the biggest IT distribution companies in the world, our combined TD SYNNEX brand is better together and stronger than ever! To start, we have a global workforce accommodating vendors and customers in over 100 countries around the world. With a physical presence in over 50 countries, our TD SYNNEX teams are equipped to help you succeed with local and international experts – so, no matter where you’re located on the map, you can expect an excellent experience.

Outside of our geographical presence, our security and networking business has seen exponential gains in the number of carried offerings as well. Post-merger, we now have over 145 security and networking vendors featured on our line card. From various forms of on-premises, hybrid and cloud networking to next-generation cybersecurity offerings, we have an array of technologies, services and more that can help you provide end-to-end security and networking infrastructures to your customers.

Between the widening attack surfaces, an increase in nation-state threat actor activity and a sharp rise in ransomware attacks- it should be obvious why 85% of business leaders think cybersecurity is more important now than it ever was before the pandemic. In addition, many companies are leaning into a hybrid environment, bringing with it the challenge of a great security and networking footprint.

But despite these arising dangers, you can be assured that our security and networking team at TD SYNNEX is equipped to help you and your customers keep data safe.

On the team, we have Vice President Jessica McDowell, who is responsible for not only business development, but go-to-market strategy and marketing. We also have Vice President Tracy Holtz, who leads product management, security cloud and our Cyber Range businesses.

Together, they lead a team 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@synnex.com. We will be happy to connect you with someone who can help!

We look forward to partnering with you to continue to make 2022 a success!

Best,

Reyna Thompson
Senior Vice President, Product Management, Advanced Technology Solutions- Security, North America, TD SYNNEX
With its resiliency, scalability, flexibility and speed, and other operational efficiencies, the public cloud has more than proven itself. Hybrid, multi-cloud, and edge environments are now growing, setting the stage for new distributed cloud models that drive greater business agility for today’s organizations.

In fact, moving workloads to the cloud is the preferred way forward for most companies. According to a recent Check Point Cloud Security report, 35% of organizations have more than 50% of their workloads in the cloud, with 29% stating that they anticipate moving up to 75% in the next 12-18 months.¹

Yet, most cloud migrations are notoriously complex, leading many organizations to make security an afterthought. The result? An increasing number of security incidents that can be traced to misconfigured cloud resources. Taking a security-first approach and building security in at the outset should be a definite priority.

“Organizations must now take a security-first approach and deploy a consistent security framework that spans the entire cloud infrastructure.”

Here are five tips to help ensure that your migration goes smoothly:

1. **Assemble the right team** – Make sure that anyone impacted by a migration (decision-makers, IT specialists, security managers, legal advisors, etc.) has a place at the table. If the IT team lacks the needed skills for a secure migration, consider consulting external experts.

2. **Build a migration plan** – Migrations are notoriously complex, making careful planning essential. A solid plan addresses the migration strategy, cloud type, which apps and data will be moved, how and when data will be moved, who will be involved, and how risks will be managed. Assessing the value of legacy apps and equipment is crucial to this process.

3. **Understand the shared responsibility model** – Cloud service providers (CSPs) are typically responsible for infrastructure security, while you are almost always responsible for securing your account, identities, devices/endpoints, and data—regardless of cloud deployment type.

   Make sure to go over the agreement thoroughly with your CSP to understand your shared responsibilities—and by all means, work with a managed security service provider (MSSP) who can help you fill in the gaps. One Check Point Cloud Security survey indicated that 54% believe that cloud security from an independent security vendor is better than what is provided by CSPs.¹

4. **Encrypt all data** – Encrypt data both at rest and in flight using secure protocols, such as HTTPS, to ensure security on-premises and in the cloud. Using a zero-trust framework from the start, for example, ensures that security is built in, not tacked on later.

5. **Keep communication flowing** – Clearly discuss goals, requirements, and issues throughout the process with migration team members to minimize downstream risks and maximize success.
Enable These Must-Have Cloud Security Tools

Finally, while a zero-trust approach can help protect your network assets, there are other solutions that can enable cloud security, depending on your environment.

- **Secure access service edge (SASE)**
  At a very high level, network access services combine with security services, enabling users to work from any location using any device. In other words, you get the same hardened security while working away from the office as you would have in the office. Pay-as-you-go SASE can be easily scaled on demand, making it ideal for fast-changing business conditions.

- **Cloud access security broker (CASB)**
  According to Gartner, CASBs are “placed between cloud service consumers and cloud service providers to combine and interject enterprise security policies as the cloud-based resources are accessed.”
  CASBs essentially wrap a security sleeve around cloud resources, ensuring you have complete control over all cloud services, including “shadow” cloud apps. It includes things like single sign-on (SSO), authentication, authorization, credential mapping, and other configurations to make sure that cloud resources are in compliance and have the appropriate security.

- **Security orchestration and automated response (SOAR)**
  These solutions combine threat intelligence management with incident response, orchestration, and automation all on a single platform. Gartner says that SOAR tools can also be used to document and implement processes (aka playbooks, workflows and processes); support security incident management; and apply machine-based assistance to human security analysts and operators.

Your business is too important to let security fall by the wayside in a cloud migration. Taking a security-first approach and building security in at the outset can enable a successful migration.

**We can help**

TD SYNNEX has built a Cloud Security Maturity Assessment (CSMA) tool to help identify your customers’ areas for improvement, based on their unique cloud security risks. This assessment provides a comprehensive diagnostic summary with a customized action plan to strategize next steps to improve their cloud security. A CSMA empowers your customers to proactively address vulnerabilities and protect their business-critical systems.

Reach out to our team to learn more at: MSPsecurity@techdata.com

MEET TD SYNNEX SECURITY & NETWORKING LEADERSHIP

TD SYNNEX has gathered some of the top minds in the cybersecurity industry to lead their Security & Networking team. Get familiar with our leadership and how they can assist you below:

**Reyna Thompson** is the Senior Vice President, Product Management, Advanced Technology Solutions- Security, North America at TD SYNNEX. She is responsible for leading our Vice Presidents and Directors in determining initiatives within the department.

**Tracy Holtz** is the Vice President of Product Management. Her responsibilities include leading product management, security cloud and TD SYNNEX Cyber Range businesses.

**Jessica McDowell** is Vice President of Business Development at TD SYNNEX. Her responsibilities include business development, go-to-market strategy and marketing for the Security & Networking department.

**Shawn Ardiel** is the Vice President of Product Management. He leads the Security & Networking team in Canada and is responsible for the solution portfolio and geographic initiatives within the region.

Together, the TD SYNNEX Security & Networking executive team leads a variety of business development reps, product managers, field sales engineers, product business managers and partner enablement managers that are ready to help you grow your business. Check out the organizational chart below to see the TD SYNNEX executive team’s direct reports.

To contact the team, reach out to securenetworking@synnex.com.
MEET YOUR TD SYNNEX SECURITY ENGINEERING TEAM

In 2022, our goal at TD SYNNEX is to deliver world-class engineering solutions and services to our partners, and we strive to be a trusted advisor through our extensive vendor expertise and certifications. We focus on ease of engagement, while holding ourselves to the highest standards of solution design accuracy, responsiveness and technology-centric business development.

We aim to enable our security partners’ skills so they can expand their security portfolio, enhancing their abilities to grow their security business. Our pre-sales engineer teams have over 4,000 current technical certifications, including one of two Fortinet NSE7’s in the North America channel and several Palo Alto-certified resources.

Our Pre-Sales engineering teams are led by Ruben Cabrera for Enablement, and Mike Hantjis for the Design Security Team:

Ruben Cabrera serves as the Director of Security Enablement at TD SYNNEX. Responsible for the strategic direction and operations of the Security Enablement team, Ruben also helps lead our Security vendors, which includes Palo Alto Networks, Check Point, Fortinet, Broadcom, and many others, to success.

Ruben has been with TD SYNNEX for 14 years and has served in various management roles throughout his career, including as a supervisor for a Network Operation Center for a Fortune 100 software company, as well as a senior consultant for various software VARs. Prior to this role, he led Tech Data’s professional security services team.

Mike Hantjis serves as Senior Manager of Presales Design for TD SYNNEX North America. He is responsible for overseeing the daily execution of the engineering design practice for networking and security vendors.

Mike has held various leadership roles over his 14 years in the IT industry. Prior to joining the ServiceSolv Pre-sales Engineering team, Mike served as Manager of Business Development at SYNNEX for core security and networking vendors including Symantec, Fortinet, Ruckus, and Check Point. Other experience includes federal government contracting and ERP systems expertise.

TD SYNNEX has security vendor lines that support these pillars.

TD SYNNEX offers complimentary vulnerability assessments for up to five public facing Internet protocols (IPs). This assessment will show vulnerabilities and configuration issues on internet-facing assets. 97% of the time, this assessment shows issues that need to be addressed by product or service sales. It also typically leads to a paid for internal and external vulnerability assessments, network penetration tests and/or compliance audits.

Further investment into the growth of our partners includes our Solution Center locations. These sites are high performance centers that enable partners to get hands on experiences in different solutions, focusing on configuration, deployments, hybrid integration, several different demo training. We also have created our state-of-the-art Cyber Range, focusing in Defense in Depth, Zero Trust, Incident Response Exercises, and Adversarial Reviews.

Our team is here to empower partners with comprehensive technology solutions and future innovation. Your business is our passion!

Security Pillars

When building and perfecting security solutions for end customers, the TD SYNNEX Security Engineering team leverages the NIST framework, which includes five security pillars to determine overall success:

- **Identify**
  It’s important to document and identify critical assets to a business. But identifying assets (and threats has grown more complex over the years, with the introduction of cloud infrastructure – specifically in the enterprise space. When either are identified, careful attention must be paid to weighing the critical nature of their functions.

- **Protect, Detect**
  Protect and detect are the pillars in which the IT security channel excels. The TD SYNNEX Security Enablement team is very skilled at implementing the right products in the right locations to protect assets and detect intrusions to hosts and networks. This helps prevent over-compensating with resources to non-critical assets.

- **Respond**
  Response is a pillar which is often thought of after an incident. While technology plays a large role in responding to threats, time should be allocated in advance of an incident to create a response plan for security teams to pursue with the technology. Stress can lead to poor judgment, so having a process in place prior to an incident is paramount.

- **Recover**
  Much like the respond pillar, recovery plans should be made well in advance of an incident. These plans should be linked to business needs so that core operations can resume as quickly as possible. This plan cannot be created in the vacuum of IT – all business units need to be involved to determine things like recovery point objectives (RPO), system backup plans and other important data-saving objectives.
Ransomware Threats are Real
Take control with Veritas Backup Exec™

The world has seen a rise in attacks on businesses, government organizations, and public services—both large and small.

40% of companies experienced a cyberattack¹
44% of attack victims reported losing customer data²
38% of a data breach’s total cost is due to lost business³
46% of organizations experienced reputation damage³

5 Steps to Take Control of Your Data

When attackers get in, having a reliable backup system is important. With Veritas, you can back up data and lock down against ransomware, allowing your organization to recover quickly and easily.

Air Gap Backups
Create an offline backup copy of your data to keep it out of reach.

Multiple Copies
Store copies of backup images in different locations to reduce the attacker’s ability to gain access.

Restrict Backup Credentials
To minimize phishing, limit and continually monitor backup credentials.

Shrink Your RPO
Running backups more often to shrink your RPO can reduce potential data loss to hours or even minutes.

Secure Your Backup Copies
Secure your disk-based backups from encryption, deletion, or modification from outside sources.

For more information, visit Veritas online at www.veritas.com or contact veritas@techdata.com.

¹ Onclave Networks, Inc. ² IBM 2021 Cost of a Data Breach Report. ³ Forbes Insights.
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SECURE NETWORKING NEXT UP SOLUTIONS TEAM

The Secure Networking Next Up Solutions Team positions experienced sales individuals across specific vertical markets to act as a liaison between the TD SYNNEX Sales Teams and Business Development.

We created this team in 2020 as a response to the explosion of vendors transitioning from startup mode to the channel. Since then, we have expanded our coverage to include a wide range of cybersecurity and networking solutions on the cutting edge of the industry.

Our team specializes in helping resellers get in early with these vendors and expedite the approval/onboarding process. We position ourselves as a resource to help manage these solutions to help our resellers scale their security and networking offerings.

HOW TO WORK WITH THE NEXT UP SOLUTIONS TEAM

An important component of our team is that we have designed our coverage to align with specific routes to market and market verticals with dedicated coverage for each of our TD SYNNEX sales teams. This has allowed us to take our vendor portfolio and launch those vendors in combination with relevant services, value adds, and nuances of each market segment. It has also allowed us to have a more boutique-style approach within our customer base to save our reseller partners time and set them up for success with these solutions.

VALUE ADD OFFERINGS FOR OUR VENDORS

- **Collaboration**: Vendor alliance partnerships and complementary vendor partnerships
- **Education**: Educating resellers on TD SYNNEX vendors, resources and programs
- **Development**: Expand and introduce new vendors into reseller solutions offerings

*Continued on next page*
VALUE ADD OFFERINGS FOR OUR PARTNERS

Concierge Solution Showcases
We work with our customers to create custom trainings to get the right content to create Concierge Solution Showcases. Customers can select their own content focus—for example, we do trainings on selected vendor partner program overviews, deal registration processes, deal incumbencies, best practices when selling or deep dives into the technology itself and more. We have some resellers who want to hear about five vendors for eight minutes each on their partner program, and then we have some resellers who want to hear from one vendor about everything.

We have also facilitated a whiteboard session with two vendors who have a strategic alliance. We customize each Concierge Solutions Showcase to fit the specific reseller’s needs and provide them with the information they can use to make the best decisions for their business and their end users.

Line Card Consults
Our resellers often get excited at the thought of expanding their portfolio but can be overwhelmed at where to start. Our team will assess a reseller’s line card and highlight opportunity gaps. These Line Card Consults identify products our partners are currently purchasing and highlight complementary vendors that the reseller isn’t taking advantage of today.

This will identify gaps from a vendor and services portfolio standpoint so that we can create suggested solution offerings to expand a reseller’s full solution line card in a meaningful way. We then present those findings back to the reseller, work to build an expedited timeline and plan on suggested vendors and solutions to get them to market quickly.

Streamlined Vendor Management
Our resellers are managing tons of relationships – from distributors and vendors to their own end customers. Often, our resellers call out bandwidth for managing vendor partnerships as a barrier to adding new solutions to their line card. This team helps remove that barrier by being the point of contact for this portfolio with streamlined vendor management.

CONTACT US TODAY!
Want to learn more about our new Secure Networking vendors? Need a subject matter expert on a partner call? Pull in the Next Up Solutions Team. We are your go-to resource to help you sell!

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ColeenM@synnex.com

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Supervisor  
TonyH@synnex.com

Grace Rankin  
Supervisor  
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ZERO TRUST
With the move to more remote and hybrid workforces, it’s now more important than ever to ensure employees keep their devices and networks secure. Because of this, zero trust architecture has rapidly become a necessity in this new working landscape to ensure users verify their credentials.

According to Forbes, zero trust systems can provide...  

- Identity and Access Management: Access policies for applications.
- Microsegmentation: Set up multiple authentication check points and factors.
- Universal Enforcement: Ensure all applications have security measures.
- Visibility and Automation: Logging all access attempts allows tools to detect suspicious activity.

WI-FI 6
In today’s world, Wi-Fi is your connection to the world. It’s a part of how you work, how your kids go to school, how you pass time and how you engage with friends and family. With all these activities now required of your network, it’s easy to see why it doesn’t always run as expected - or even as it used to. Upgrading to Wi-Fi 6 could be the answer. According to the Wireless Broadband Alliance, 83% of service providers, equipment manufacturers and enterprises worldwide will have deployed or are planning to deploy Wi-Fi 6 by the end of 2022.

AUTOMATION AND AI
With the increase in connection points the new remote work environment has put on networks, automation is key to helping quicken and streamline the current processes. Automation helps free up IT teams time to focus on more critical and unique problems. Gartner predicts that by 2024 automation will help lower operational costs by 30%.

CYBERSECURITY MESH ARCHITECTURE
Cybersecurity mesh architecture is largely driven by the challenges enterprises were up against with many assets existing outside of the traditional security perimeter. The mesh architecture focuses on the identity of a person or a thing. The mesh also changes the focus from protecting a traditional IT perimeter to more modular approach that centralizes policy orchestration but distributes enforcement of cybersecurity policy. IT departments can create smaller, individual perimeters that protect distributed access points, allowing network managers to offer different levels of access to different constituents and assets – making it harder for cybercriminals and hackers to exploit an entire network.

EVERYTHING AS A SERVICE (XAAS)
XaaS is an umbrella term developed to refer to the extensive variety of emerging services and applications that people can access on demand over the Internet as opposed to being housed on-premises. Businesses are adopting this approach as it offers flexibility and agility with fewer upfront costs. It also offers more flexible financing with monthly, quarterly, or annual payment options for hardware, software and services. In addition, partners collect margin for the entire financing term upfront, increasing cash flow.

SECURE ACCESS SERVICE EDGE (SASE)
SASE allows companies of all sizes to enable their business to protect their productivity with a holistic service dedicated to providing all their network security needs. SASE is ideal for any business with remote employees to safely access applications and resources, especially with the modern workforce that continues to move towards remote. It also minimizes the amount of security tools and solutions for increased visibility and centralized management.

To learn more about the topics above, additional 2022 trend topics our Security and Networking team has rounded up as well as information on how TD SYNNEX can provide related assistance, reach out to securenetworking@synnex.com. Our Security and Networking team will be sending out monthly trend newsletters highlighting and providing insights on a different 2022 trend each month - be sure to check them out!

4 PHRASES FOR SUCCESS IN THE SECURITY INDUSTRY

In the fast-paced, results-driven world of IT distribution, there's no room for fluff. Our business development leadership team at TD SYNNEX feels it's best to get straight to the point.

So, we sat down with Jessica McDowell, Vice President of Business Development; Calhoun McKinney, Director of Product Business Management as well as Sonya Witcher and Tom Ku, Senior Managers of Business Development, and asked about certain key phrases that tie to their overarching guidelines for success in the security industry.

Phrase #1: Own it.

“This is about confidence and ownership even when you’re uncomfortable or uncertain. This means to reach out and bring the right people into conversations that stimulate growth and solve problems.”

Jessica

“The world has gone through a great shift over the last two years. The virtual environment can be intimidating, but selling in this new space gives the opportunity to put yourself out there more than before and truly challenge yourself.”

Calhoun

“As a leader, you always want to empower your team. For you to really “own it,” you must understand the value you have as a stakeholder. Sometimes this can be as a small piece to a much larger picture, but it’s a critical piece.”

Sonya

Phrase #2: Don’t lose alone.

“As much as we want people to “own it,” we also don’t want you to feel that you have to carry the entire burden of the sales process on your shoulders. This is about teamwork – it’s about trusting your team. You don’t get extra credit for doing someone else’s job, so we must leverage our team.”

Jessica

“You have a team behind you. Tag people in to help, use your resources, get creative on financing – there are so many options and people in your corner. Never be afraid to raise your hand and ask to make something happen. The worst someone can say is “no.””

Tom

Phrase #3: Nobody cares.

“This may sound heartless, but the root message is at the end of day, it doesn’t matter how hard something was or how many obstacles were in the way, the only thing that will be visible is if you got it done. When you watch professional sports or competitions, they don’t focus on how many hours the athletes train, they focus on the scores and the results. It’s like that in life and in business as well.”

Jessica

“Creative thinking is key here for business development. No one picks up the phone. No one answers emails. So what? Get creative. Think outside of the box!”

Tom

Phrase #4: Sell with your ears.

“This is a common mistake that most of us are guilty of: we’re so eager and focused on what we want to say or what we want to sell, that we don’t slow down and listen to what the customer is asking for. Sometimes they don’t ask for things directly. You have to listen closely to the problems they’re outlining and learn how to develop your pitch based on their pain points.”

Jessica

“In most instances, because we listen, we’re able to sell something we weren’t initially planning to sell. The old saying about “you have two ears and one mouth – go with the odds” comes into play here. Listen with your ears, not your mouth. It helps us sell more if we understand the needs of the customer.”

Sonya

“I’ve learned there is a philosophy about asking great questions: ask questions that get to what you want to be talking about.”

Calhoun

“And even the basic questions! There is nothing like getting back to basic messages. Don’t be afraid to ask the “why” questions too.”

Tom
Ransomware protection, everywhere you need it.

The Fortinet Security Fabric

The Fortinet Security Fabric is at the heart of the Fortinet security strategy. It is a platform organically built around a common operating system and management framework to enable broad visibility, seamless integration and interoperability between critical security elements, and granular control and automation.

Broad
visibility and protection of the entire digital attack surface to better manage risk.

Integrated
solution that reduces management complexity and shares threat intelligence

Automated
self-healing networks with AI-driven security for fast and efficient operations.

Broad portfolio of solutions to protect your digital attack surface

Access & Endpoint Security
- ZTNA Agent
- Network Access Control
- Authentication
- MFA/Token

Secure Networking
- Network Firewall
- SD-WAN
- SD-Branch
- Web Proxy
- SASE
- Wi-Fi
- Switching
- 5G/LTE
- And more...

Cloud Security
- Cloud Firewall
- SD-WAN for Multi-cloud
- WAF
- Email Security
- Workload / Container Security
- ADC / GSLB
- Anti-DDOS
- CASB

Network Operations
- Network Management
- Network Orchestration
- Network Monitoring
- Cloud Management
- Digital Experience Monitoring

Security Operations
- Endpoint Protection
- EDR, XDR, MDR
- UEBA
- Sandboxing
- Deception
- Analytics
- SIEM
- SOAR

For more information, please reach out to the Fortinet Security Team at fortinet@techdata.com
Visit our vendor site at techdata.com/vendorpartners/fortinet/
REACH YOUR CUSTOMERS WHERE THEY ALREADY ARE – DOWNLOAD DIGITAL CONTENT FROM OUR END USER MARKETING KIT!

We all know that the last few years have changed the world as we know it. Events like the pandemic made social media – whose user growth was in decline – suddenly relevant again. People craved shared experiences and connectivity with others. So, outlets like LinkedIn became a great replacement for in-person events, networking, growth opportunities and finding prospects.

Since our entire professional lives migrated online, the stats below should come as no surprise:

- **85%** of consumers research a product online before marking a purchase.
- **54%** of the time, social media is used for product research.
- **51%** of sales representatives are more likely to achieve sales quotas through social selling.

It’s obvious that sales representatives need to have an active presence on LinkedIn, but sometimes, finding the right content to post takes time. 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!

Email securenetworking@synnex.com today to learn more and gain access to your complimentary end user digital content.

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SNAPSHOTS AND PODCASTS AND YOU, OH MY!

SNAPSHOTS: DIRECT FROM OUR LEADERSHIP TEAM

To create an informative, yet casual approach to our industry, the TD SYNNEX Security and Networking team has started releasing Snapshots. Snapshots are 5-minute videos direct from our leadership team, featuring Jessica McDowell, Vice President of Business Development, and Calhoun McKinney, Director of Product Business Management. During these updates, Jessica and Calhoun highlight what you need to know about upcoming events and industry trends. Each video is focused on a secure networking trend and how our vendor solutions tie into helping solve common market problems.

Snapshots are released monthly and can be found on YouTube, LinkedIn, and on our CommunitySolv Secure Networking Page.

THE HOLTZ STORY

The Security and Networking leadership team is also hosting The Holtz Story podcast. Join Tracy Holtz, Vice President of Product Management at TD SYNNEX, as she sits down with industry and vendor leadership to discuss the latest solutions and trends hitting the cybersecurity market. The topics covered on the podcast range from technology trends to prevalent issues facing customers today. Recent episodes include:

- Trends in Cybersecurity Threats and Solutions
  - Tanja Omeragic, Technical Sales Manager, ConnectWise

- Introducing Trellix and Discussing Cybersecurity Trends
  - Britt Norwood, SVP, Global Channels and Commercial, Trellix

The Holtz Story can be accessed wherever you listen to podcasts. Tune in while working, traveling or even doing the dishes and hear from our leadership team today!

MEET OUR PRODUCT BUSINESS MANAGEMENT TEAM (PBM)

Led by Lauren McAuliffe

Introducing our knowledgeable and driven Product Business Managers! The PBM group has responsibility for growing focus product categories, developing reseller engagements, tracking and capturing additional profitability efforts, and more at TD SYNNEX! This year, the team is focused on a few key product segments:

- Cloud
- Email Security
- Network Security
- Datacenter Networking
- Endpoint and Device Security
- Wireless

To help our partners understand the importance of these technologies, our PBMs have upcoming talk tracks on:

- How to Deploy Zero Trust approach
- Evolution of Cyber Attacks
- Securing the Unseen – A Modern Day Guide to Platform and Hybrid Security
- Securing Your Customers’ Variety of Vertical Markets

Join our enablement portal and any upcoming Secure Networking Roadshow to listen to these engaging sessions – just email secure networking@synnex.com to learn more!
CLOSE THE CYBERSECURITY SKILLS GAP WITH THE TD SYNNEX PASSAGE PROGRAM

As our partners continue to develop forward-thinking business strategies, TD SYNNEX strives to support their efforts by introducing new products, solutions and services. Cybersecurity has remained in the forefront as an area for business growth and development within our partner community as well as throughout client ecosystems.

Working to deliver partners innovative and competitive solutions, TD SYNNEX recently launched the Passage Program in late January 2022. Delivered as a professional service through the TD SYNNEX Cyber Range, the Passage Program seeks to address the workforce demand and skills gap that exists in today’s cybersecurity job market. According to Cybersecurity Ventures, there are 3.5 million unfilled cybersecurity jobs in the world, 500,000 of which are in the U.S. alone. Unless changes are made to address the cybersecurity employment crisis, organizations will continue to experience the impact of data breaches and ransomware attacks.

What is the Passage Program and why should it matter to TD SYNNEX partners?

The Passage Program is a workforce development service that provides job-ready talent to our partners for building in-house cybersecurity teams or off-loading training requirements for employees beginning their cybersecurity careers. These offerings are accomplished through the Placement Initiative and the Upskill Initiative, with the following roles currently available: Cybersecurity Analyst and Junior Penetration Tester.

Both roles are entry-level positions in the cybersecurity workforce and reflect the needs for defensive and offensive cybersecurity. In addition to being tested on role-specific competencies throughout the program, individuals that complete the program will be exposed to real-world scenarios that assess critical thinking skills, business relevance, impact, as well as written and verbal communication skills during the program’s final assessment.

What is the use case for TD SYNNEX partners with the Passage Program: Placement Initiative?

The Placement Initiative will be a vital component for TD SYNNEX partners looking to expand their cybersecurity practice. Partners that utilize the Placement Initiative will be able to interview and hire job-ready candidates who possess the skills and knowledge to make an immediate impact on their business.

What are the use cases for TD SYNNEX partners with the Passage Program: Upskill Initiative?

The Upskill Initiative can provide the necessary bandwidth and proficiency to support the development of currently employed, qualified individuals. For a low-cost investment, partners can utilize the Upskill Initiative to develop their own employees as a Cybersecurity Analyst or Junior Penetration Tester. Additionally, partners can resell the Upskill Initiative to their end-user customers for their internal employee development.

How can I engage the TD SYNNEX Passage Program team?

Learn more now  
Email the team

DIGITAL SECURITY PRACTICE BUILDER
NEW CONTENT ALERT! SALES COACHING AND FINANCING SOLUTIONS FOR YOUR PRACTICE

The Security sector is growing rapidly. Canalys reports that cybersecurity spend is up 15% year over year and 91% of that growth is happening in the IT channel. Take advantage of this spending surge now by expanding your security practice with Digital Security Practice Builder. TD SYNNEX's online and on-demand curriculum is designed to teach you how to build your security strategy, onboard new vendor solutions and create new revenue streams for your business.

Having trouble identifying your customer or closing the sale? Check out our new four-part sales series that walks you through the complete sales cycle:

• **Sales Prospecting**: How to Prepare, Warm Up, and Qualify Leads

• **Security Assessments**: Unlock the Key to More Security Sales

• **Proposals, Agreements, and Sales Presentations**

• **Overcoming Sales Objections** and Closing the Sale

Looking to expand but without the risk? Our new TD SYNNEX Capital video explains how working with our financing arm can shoulder the risk, priming you for growth. This is especially true for those interested in generating monthly recurring revenue. As the market shifts toward a managed service provider (MSP) model and income is generated on a monthly basis, financing becomes more attractive. It provides you with the ability to scale your business up or down as needed.

Our experts are dedicated to creating new Digital Security Practice Builder content every month, so be sure to check back frequently for new additions.

Ready to Elevate Your Practice?

Register and create your account  
Returning users log in

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Endpoint Security
Extensible, Cloud-based EPP and EDR

Essential technology for your customers’ zero-trust environments.

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INTRODUCING OUR NEWLY RELAUNCHED ENABLEMENT PORTAL

We’re excited to share with you the relaunch of our partner community and enablement portal. Formerly known as Varnex Academy, this community is complimentary to all vendors and partners. Once registered, you’ll have access to exclusive TD SYNNEX content, including upcoming events, industry insight, peer networking, key vendor promotions and more!

On this peer-to-peer platform, you’ll also have direct access to articles within our organization’s Medium blog, where we provide industry insights on the top trends and business boosters. In addition, you’ll be able to scroll through our TD SYNNEX Snapshot video series where you can stay up to date with the secure networking market.

Another benefit to the enablement portal would be the 100+ courses specifically focused on secure networking. These courses cover everything – from products, solutions and business operations to TD SYNNEX services and support. Led by industry experts, the enablement portal’s online curriculum is a convenient way for professionals in a variety of roles to expand their knowledge and drive sales.

The best part? Prizes! The more time you invest in our online courses, the more points you achieve. Partners will then be able to cash in those points for prizes. It’s truly a win-win.

For information, please reach out to us at securenetworking@synnex.com

See it. Believe it.

Area 1 protects partners for FREE. Show your customers the threats evading their current defenses with a Phishing Risk Assessment.

Contact area1@synnex.com or visit a1s.click/partner_pra for a Free Phishing Risk Assessment

Preemptive Cloud Email Security • 5 Minute Provisioning • Free Protection for Area 1 Partners • BEC Protection Fraud Protection • Ransomware Protection • Supply Chain Protection • Identify Most Attacked Users + Campaign Origin
30 MINUTES WITH A HACKER

Listen to 30 Minutes with a Hacker on Your Favorite Podcast Platform

30 Minutes With a Hacker is a monthly podcast where our Security Solutions team dives deep into all things cybersecurity. We discuss emerging cybersecurity technologies, ways you can protect yourself and your customers from threats, as well as perspectives on recent cyberattacks.

Episodes of 30 Minutes with a Hacker are now available on your favorite podcast apps. Listen in and subscribe today!

Find It Here

Brett Scott is the Director of the TD SYNNEX Cyber Range and a well-known ethical hacker. As the founder of the National Cyber Warfare Foundation and the Arizona Cyber Warfare Range, he is dedicated to helping advance cybersecurity globally.

Alex Ryals is the Global Vice President of Security Solutions at TD SYNNEX. He’s a security industry leader dedicated to channel security growth. With more than 20 years of experience in deeply technical and analytical positions, he innovates to deliver the best cybersecurity solutions to the channel.

Jade Witte is a Cybersecurity Solutions Development Manager at TD SYNNEX and has more than 25 years of industry experience. He’s passionate about the enormous growth and impact of cybercrime, and believes effective cybersecurity is more critical to businesses today than ever before.
TD SYNNEX Security & Networking partners, we have a lot on the calendar looking ahead at this year. Don’t miss us at any of our upcoming events!

At each of our Security & Networking 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.

Check out the dates and locations of each of our upcoming 2022 events, which will be taking place across all regions of the United States. Chances are we’ll be stopping by a city near you!

Pre-register today for any of our events or reach out with any questions or information requests.

**Pre-register now**  
**Email the team**

### Summer:
- **Beyond Security**  
  May 23rd-25th, 2022  
  Louisville, KY
- **MSP Evolve**  
  June 28th, 2022  
  Phoenix, AZ
- **North Central Roadshow**  
  July 14th, 2022  
  Chicago, IL

### Fall:
- **South Central Roadshow**  
  September 13th, 2022  
  Austin, TX
- **Southeast Roadshow**  
  October 25th, 2022  
  Charlotte, NC

### Winter:
- **MSP Evolve**  
  November 3rd, 2022  
  Fort Lauderdale, FL
- **West Roadshow**  
  December 13th, 2022  
  San Diego, CA
SECURITY RESOURCES AND THOUGHT LEADERSHIP

Our featured resources dive into industry trends and highlight how TD SYNNEX can help partners offer technologies, services and solutions to their customers.

The cybersecurity skills gap deeply impacts the security industry. This white paper discusses the reasons behind the skills gap and what organizations can do to help bridge it.

The cloud offers great promise...and new risks. Organizations find assurance in having better protection over a greater portion of their security surface and dynamic intelligence that enhances threat detection and response.

Our 12-course Cyber Essentials video series provides participants with the cybersecurity knowledge needed to better understand system vulnerabilities and how to strengthen cybersecurity postures.

#TDCyberTalk is a webinar series from our vendor-agnostic team of security experts. Every month, they provide a unique point of view on all things security technology. The goal of this webinar series is to create new revenue streams for your business.

Global Vice President of Cybersecurity, Alex Ryals, shares his unique perspectives on the cybersecurity market through his YouTube channel, Cybersecurity Decyphered.

Our Medium blog showcases articles on the latest technology, solutions and MSP strategies.
The U.S. public sector is the largest consumer of IT services and technology in the world, spending well over $243 billion annually. Yet, doing business with the public sector presents a set of unique requirements and complexities that are very different from transacting business in the commercial sector. The barrier to entry is high, but the revenue potential is tremendous.

DLT breaks down the barriers to entry and helps technology companies and channel partners capture more public sector business through the DLT Difference — a complete set of value-added services designed to accelerate public sector growth. This dedicated team has aligned sales, marketing, and intelligence resources around six strategic technology domains to mirror the way the public sector buys technology, as well as how technology companies, resellers and channel partners go to market.

In the U.S. public sector — whether it’s for civilian, defense, intelligence, state government or education — CIOs must now put cybersecurity at the top of their priority list. Budgets are finite, so agencies must maximize the value of each expenditure while complying with a maze of regulations, laws and frameworks. DLT understands these challenges, and how the speed of change in technology makes them harder every day.

DLT sees security as foundations combined with innovation: a strong security and IT infrastructure lays the groundwork for leveraging innovative technologies that can outrun the bad actors. In turn, DLT technology offerings strengthen agencies’ security postures and help them look ahead to new solutions that make adversaries scramble to keep pace.

DLT’s portfolio includes companies with security solutions such as CrowdStrike, NETSCOUT, AWS, IBM and more – all offered across a wide contract portfolio of over 100+ U.S. public sector contract vehicles. By partnering with DLT, you can bolster your sales strategy with product-specific sales plays while engaging with a purpose-built U.S. public sector marketing engine. You will also gain access to DLT’s U.S. public sector market experts, including Don Maclean, Chief Cybersecurity Technologist at DLT, and a dedicated team of market intelligence experts covering major public sector verticals. DLT market experts produce monthly blogs and resources around U.S. public sector initiatives and opportunities — the most thought-provoking of which are exclusive to DLT partners.

To further gain an edge on your competition, leverage DLT’s proprietary services such as DLT’s Confirmed Stateside Support and DLT’s Enterprise Agreement Platform With DLT’s Confirmed Stateside Support, you can offer U.S. Citizen, U.S. Soil, 24x7x365 technical support required by U.S. agencies complying with International Traffic in Arms Regulations (ITAR) and lock out your competition while gaining additional revenue opportunities.

With DLT’s Enterprise Agreement Platform, participants can expect several publication and marketing sponsorship opportunities, the most notable of which is the GovHub program. The GovHub program consists of community of interest websites geared towards the U.S. public sector that function like trade publications.

For cybersecurity related opportunities, channel partners and technology vendors can sponsor into GovCybersecurityHub and GovDevSecOpsHub. GovCybersecurityHub was established to serve as a forum and resource to those that are responsible for protecting our government and its networks from those that would seek to attack them in cyberspace. GovDevSecOpsHub looks at the evolution from traditional software and application development to the DevSecOps (development, security and operations) model. These sponsorship opportunities don’t require partnership with DLT and are a great way to begin leveraging our U.S. public sector expertise to grow your business.

Start your journey to accelerating your profitability and expanding your portfolio today by visiting www.dlt.com/change.
Delivering a successful customer outcome requires bringing together top-notch solution enablement services, your customers quickly leveraging the investments they need to confidently maintain security posture and providing access to ongoing support and engineering assistance to address any concerns along the way.

As a Palo Alto Networks (PANW) Authorized Support Center (ASC) TD SYNNEX delivers Partner-Enabled Premium Support, GoldSeal®, which provides customers an enhanced support experience and additional benefits – all at an improved overall price. As a Certified Professional Services Partner (CPSP), TD SYNNEX also delivers the customer outcomes that drive success and a quick return on investment. Finally, as an Authorized Global Training Partner (ATP), TD SYNNEX can even deliver the training any IT staff would need to successfully administer and manage their PANW investments.

Why GoldSeal Support?
GoldSeal® wraps around PANW Partner-Enabled Premium support to provide an enhanced support experience that includes all vendor maintenance entitlements and these additional benefits:

1. Real-world knowledge with cross-vendor experience. GoldSeal’s familiarity with security, networking, telephony, and video helps us add perspective and depth of understanding during our trouble-shooting process.

2. We answer “how-to” questions. Vendor support is often limited to break/fix of their own products. GoldSeal offers “how-to” assistance to address support, configuration, or design questions.

3. Your primary point of contact. We take ownership from start to finish. Our understanding of both products and procedures helps expedite a resolution.

4. Calls are answered fast. Don’t wait in long vendors queues. Customers can choose to either call, email, or open a ticket on our support portal.

5. Customer satisfaction. GoldSeal is obsessed with providing the best customer experience and is recognized as a leading Authorized Support Center by PANW.

6. GoldSeal provides more for less. This includes best practice assessments, start-up assistance and “how-to” assistance, all at a better price.

7. GoldSeal is 100% vendor approved. As a strategic PANW partner, GoldSeal delivers authorized support and all vendor maintenance entitlements.

Continued on next page >
TD SYNNEX Professional Services

Receive Professional Services via our pre-defined Quick Start packages or collaborate with our Services team to create a custom Scope of Work. We provide the options you need to meet your customer’s service requirements.

Additional services include our GoldSeal Advance Services. These provide the building blocks that jumpstart your deployment and deliver ongoing consulting, administration, and technical assistance:

- **GoldSeal Advance Startup**  
  Cost effective startup services to get you up and running quickly. Accelerate, Beyond and Complete options to choose from.

- **GoldSeal Assist**  
  A Certified Engineer will schedule a monthly engagement to provide consulting, administrative assistance, best practices, health checks and general engineering services.

- **Engineer to Site (NBD hardware replacement)**  
  Dispatched resource to replace defective non-customer replaceable products covered under a GoldSeal contract.

- **Upgrade Subscription**  
  Annual upgrade services on your PANW Strata products

- **Administrator Training (1-Day)**  
  PANW NGFW - Top 10 Things you should know - administrator session

TD SYNNEX Training Services – Let TD SYNNEX help your customer get the most out of their PANW Investments!

As an Authorized Global Training Partner, TD SYNNEX delivers authorized live instructor-led training in classroom and virtual formats for both public and private engagements. Whether you’re interested in pursuing vendor certification or to meet your company’s IT objectives, we have a path for you.

TD SYNNEX accepts PANW Training Credits and can help your customers stretch their value up to 30%! Resellers also receive the best possible pricing and discounts by choosing to purchase TD SYNNEX delivered vouchers and learning credits that are good for PANW authorized instructor led training.

For more information, reach out to our team.

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SPI TOOL UPDATE: ROUTE-TO-MARKET CAPABILITIES

Calling all public sector partners! Easily identify solutions to pair with your unique route-to-market strategy with the latest SPI Tool update. In addition to region, country, NextGen area, vendor, category, offering type and service type, the SPI Tool now offers route-to-market options as an added filter.

Options to select from now include:

- Commercial
- Federal
- State & Local
- Education
- Public Safety

Don’t waste valuable time and energy driving down to a solution only to find that it’s a part of the wrong route-to-market. Dial back thousands of products, services, and solutions to pinpoint what you need in the market you need it in. Our powerful solution engine can help frame your practice and secure revenue in the market segments that serve you best.

Questions?

Access the SPI Tool

Contact the Team
UNLOCK THE POWER OF PARTNERSHIP

At TD SYNNEX, our TechSelect and Varnex communities exist to enable our partners’ sales through tangible financial discounts, services, resources, peer-to-peer networking and continuing education. With the recent merger of our companies, our communities have also merged under one umbrella community program called CommunitySolv.

Why Join CommunitySolv?

Historically, partners who are a part of communities have grown their organizations faster than those that are not. Partners who join are hungry to grow and we get to pair that with our dedicated organization of resources, boosting their overall business. We’d love to bring you in closer and pair our resources with your business needs!

Here are some highlighted benefits that come with membership:

1. **Peer to Peer Networking:**
   Network at annual in person conferences, quarterly virtual roundtables, and frequent member mixers

2. **Access to TD SYNNEX Executive Team and vendors:**
   Community growth is amongst our leadership’s top priorities

3. **Financial Discounts:**
   We work to remove any roadblock that gets in the way of your business’ growth

4. **Staffing Assistance:**
   We have a 160+ Pre-Sales Engineer team ready to help your team sell to your end users

5. **Sales Enablement:**
   We can help you get into a new market of business by connecting you with our area experts

6. **Education:**
   We have a library of on demand courses available to you with membership to help further education for everyone at your company

Which community is the best fit for your needs?

We’re here to help you find the best community for your organization! Our team of business development executives (BDEs) spend their time meeting with our partners to learn about their business so we can help suggest what community will best suit their needs.

We have over 1,400 active North American members and over 40 vendor community sponsors in our new and enhanced community design and we’d love for you to come and join the excitement!

Have questions?

Don’t hesitate to reach out. Email [varnex@synnex.com](mailto:varnex@synnex.com) or [techselect@techdata.com](mailto:techselect@techdata.com). Or contact our BDEs directly:

Jessie DeMare
jessied@synnex.com

Scott Mela
scott.mela@techdata.com
SMART SOLUTIONS FOR THE WAY CUSTOMERS WANT TO PAY

More than ever before, end-users are looking to work with a reseller that can provide them the products and services they need to run their business with a robust finance offering to give them more flexible ways to pay.

Security is among the top initiatives for business across the globe. CIOs and CFOs are given larger budgets to put towards increasingly robust cybersecurity solutions and 91% of all new cybersecurity business is being acquired through the channel. That’s why it’s vital to partner with a channel-centric finance partner that aligns with how you sell and what you sell.

The way customers are choosing to procure technology is changing: many are becoming financially savvy and are looking at more strategic ways to pay. There is still a large demand for traditional financing like fair market value (FMV) and $1 buyout leases, but there has been an increased interest in ‘subscription’ models which allows customers to pay as they consume the solution, rather than all upfront. This improves cash flow and helps stretch budgets further. This is important because businesses are having to modernize their infrastructure faster than ever before to stay relevant and protect themselves from increasingly sophisticated cyber threats.

Why you need to offer financing for security

1. Lock out competition for longer by upselling to multi-year deals
2. Customers save money by locking in lower interest rates for longer
3. Predictable refresh cycles
4. Reduce technology obsolesces

Additionally, financing is a great negotiation tool and can help grow your deal size, improve margin and accelerate your sales cycle.

Getting a quote is easy. Contact us at financingteam@techdata.com to get started.
