Stay Ahead of Your Competition With Security Solutions From Tech Data

Cheers to a Profitable and Secure New Year!
Security is a critical component in every aspect of business. By offering managed security services, you'll enhance your position as a trusted solutions provider as well as ensure a steady stream of revenue. In this issue, Mark S. A. Smith of OCE offers suggestions on how you can strengthen customer connections and increase profitability by selling these vital services.
This edition also offers resources and tools you won't find anywhere else. With Tech Data as your Security partner, you can be secure in knowing you'll get support you seek in 2012 and beyond.

Increase Your Profits by Selling Managed Security Services

By Mark S. A. Smith, OCE

Whether you're selling managed services or not, consider offering security services to your customers. Tech Data can help!

Every one of your customers needs to have a third party regularly review their security implementation because of several critical drivers:

- There are so many security threats that it's impossible for them to keep up with the necessary prevention and mitigation technologies. They need your help just to stay up to date on what they should do.
- Your customers must illustrate "best effort" when it comes to their security policies, implementation and auditing. By using a third party, they can clearly illustrate that best effort.
- For many customers, it's easier to use a third party to enforce an audit of their security policies than it is for them to do it themselves. They may not have the staff, resources or the resilience.

The value to you is a continuing stream of revenue and a tighter connection with your customers. You'll schedule regular visits to review the latest plans and changes in their organization, creating the opportunity to be involved in all future projects. When you provide managed security services to your customer, you are the trusted advisor.

To start the sales process, ask your customer: "How do you plan and budget for your infrastructure security? How would you like that the change?"

To learn more about selling security services, contact your Tech Data representative for details on our Security Playbooks, or click here for specific Security contacts.

Introducing the StreamOne Solutions Store

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StreamOne is Tech Data's premier B2B marketplace, providing a host of software titles, downloads, cloud products and services to sell, and profitable net new and recurring revenue opportunities. This exciting offering rounds out and enhances Tech Data's StreamOne software brand. Not only can StreamOne help you with traditional software licensing through the Software License Selector, Tech Data now can offer you cloud and electronic software downloads instantly through the StreamOne Solutions Store.

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Perfect Your Game Strategy

Leverage Tech Data's Security playbooks to learn the latest trends in the key Security technology markets and position your company to grow along with the hottest Security technologies available.

Security Webinar Central: Informative Webcasts at Your Fingertips

Learn about the latest technologies and services available from Tech Data Security vendors by viewing 10-minute vendor-specific webcasts housed on Tech Data's Security Solutions Hub home page.

Vendor Webcasts

McAfee
If you sell McAfee in the SMB space, get ready for huge benefits! If you don't, now is the perfect time to start selling McAfee's industry-leading SMB solutions. Join us to learn more about the new McAfee SMB Specialization Partner Program.

SonicWALL
SonicWALL's Race-to-Replace (R2R) initiative is a multi-year program to drive millions of first-generation firewall owners to a next-generation SonicWALL firewall. Known as the Network Security Challenge, we're removing barriers to making the transition. SonicWALL's next-gen firewalls offer better security and incredible control at a significantly lower cost. Learn how you can take advantage of this massive opportunity with R2R.

TRENDnet
TRENDnet provides end-to-end IP camera networking solutions. View TRENDnet's Full Security webcast and learn how TRENDnet can help you increase margins and upsell a broad selection of PoE and networking products with your next IP camera sale.
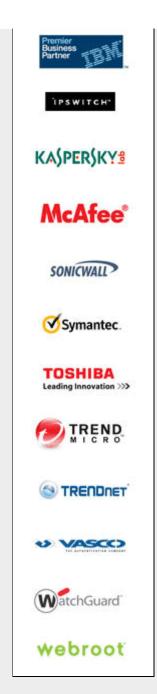
Vasco
The movement toward a mobile enterprise opened the door to a new way of thinking about security and a new way of looking for business opportunities. Learn about the role of two-factor authentication in enterprise mobility projects and the value it brings to your customer base.

WatchGuard
Businesses establish policies for a variety of activities and equipment usage based on the needs of their organization. WatchGuard helps define what makes a good policy and discusses how to create and enforce Internet usage policy to optimize its influence on the business. View it now.

Webroot
Webroot SecureAnywhere Essentials uses a revolutionary new cloud-based approach to online security that protects small businesses against the latest threats as soon as they emerge and continually updates so protection is always current. The easy-to-use Web console manages the protection settings of all PCs. Available in 5-PC, 10-PC and 25-PC versions. Access the webcast here.

Security Partner Summit Secures Two Thumbs Up

The Security Partner Summit held Nov. 9 – 11 was a smashing success, thanks to our sponsoring vendor partners. Attendees enjoyed a Polynesian-themed stay and entertainment at the Loews Royal Pacific Resort at Universal Orlando. Event highlights included a high-energy *Minute to Win It*-style teambuilding tournament and a luau, complete with fire and hula dancers. Resellers and vendors alike thoroughly enjoyed the event. At the Summit's conclusion, one reseller attendee said, "It's like the end of *Footloose*: Everyone is having such a great time that they don't want to go home."

Stay tuned for business-building events and networking opportunities with Tech Data and our vendor partners in 2012!

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