



Achieving Virtual Success



Over the past few decades the technology industry has paved a very important path for all organizations toward virtualization. Not just virtualization of technologies, such as server virtualization, or desktop virtualization, but also organizational virtualization. More and more, your customers are using services performed by external organizations to achieve processes and procedures previously produced internally to facilitate the delivery of quality solutions to customers.

Because let's face it – the sooner you get to market, the sooner you start generating revenue, the more success you create. And freeing up resources by moving towards virtualization gets you to market quicker.

That has always been true, but never has it been more of a critical success factor than it is today throughout the technology industry. There's barely enough time to finish developing, testing, and preparing a new solution, much less building all of the infrastructure and processes required to get it out to a waiting market.

Welcome to the Age of the Virtual Company

For smaller businesses who could not justify the expense of an internal information technologies (IT) department, the IT channel, including Managed Service Providers (MSP), Systems Integrators (SI) and other solution providers provided value by enabling them to enjoy the benefits of having one by using off-payroll resources instead of fully burdened headcount, and with access to a host of resources they could never rival within their own department if they had one.

The same is true for much larger organizations, such as original equipment manufacturers (OEM), independent software vendors (ISV), Multiple System Operators (MSO) and others. Resources and facilities can take excessive time and expense to create, not to mention the opportunity cost of dedicating time to infrastructure over research and innovation. Thankfully, these solutions are not only obtainable, but scalable, by working with a trustworthy, reliable partner with worldwide reach that many have been doing business with for decades, Tech Data's Global Lifecycle Management Services.

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All Along the Lifecycle

Most OEMs immediately think of external resources like Tech Data when it comes to distributing their products. They are not in the logistics business themselves and have come to appreciate the capabilities of a company that is — one that can put their products closer to the customer and accelerate the delivery process in a multitude of ways.

But this is a time for expansive thinking, for opening yourself to broader possibilities. Tech Data's Global Lifecycle Management Services was developed to provide OEMs, SPs, ISVs, MSOs, and others with a complement of services that span from the beginning to the end of the lifecycle of their products, and continuing on to the next refresh and its product lifecycle. Our personnel bring decades of experience with a diverse array of processes and offerings to bear on your behalf. Our facilities, located throughout the world, offer the reach, space, scalability, and functionality you often need to get products from idea to introduction and beyond.

Design & Engineering

The design and engineering of any technology product requires skills from many disciplines, some of which you may discover you don't have on staff at the very worst possible time. Sometimes its

printed circuit board (PCB) design and manufacturing management. At other times it could be straightforward mechanical design help that's required.

At a given point it becomes time to assure materials compliance, regulatory certification, thermal analysis, ruggedization, or other environmental or governmental considerations. Then there's user testing, fault determination and remediation, and all of the other steps on the path to market readiness.

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You don't have to hire people for each of these functions, nor do you have to build facilities. Tech Data can provide them to you, at a fixed or variable budget-friendly cost structure. The capabilities you need from a partner you trust at a cost you can feel good about.

Customization, Configuration and Integration Services Products require preparation prior to delivery. Many customers require far greater control over their assets than ever before to minimize loss, so they prefer to have system products arrive with asset tags and custom labeling already

affixed and entered into their asset database.

In a time of greater hyperconvergence than ever, hardware must arrive with peripheral devices and software fully installed and configured. Often these system products must be properly installed and arranged in racks ready to be connected upon arrival. While many rack builds are simple, others can be remarkably complex, requiring a significant level of expertise.

The same is true for the rapidly expanding mobile market. Devices must be flashed, kitted, and packaged for easy and immediate deployment.

All these services and more are available from Tech Data. These are all services you can have confidence we'll get it right, every time.

Forward Logistics

Take control of your logistics and determine just how much help you want. The world is changing, and so is our industry. Not every OEM wishes to use classic distribution through a reseller channel to bring their products to market. Some are successfully selling directly, but don't have the warehousing and transport capabilities. Others are also lacking order processing, financial, and inventory control capabilities. Yes, they can build them eventually, but they want to get to market NOW.



Tech Data's Supply Chain Management Services provides as much or as little logistic support as you require. With warehousing facilities located around the world, we can put your products as close to your customers as you need them to be for rapid delivery and after-market support. Our transport relationships translate into greater value to you.

When it comes to order management and processing, we are the noted experts. Add to that our eCommerce engines that you can readily use to automate the buying process for your customers and the financial programs we make available to help your customers fund their purchases. Tech Data becomes your logistics department with capabilities that you'd prefer not to handle yourself. Put them at your disposal immediately to create superior customer experiences now.

Sales & Marketing

As an OEM you have choices regarding how you go to market. You may want to have your own direct sales personnel simply go find customers to buy your products, or you may want to recruit resellers who already have many strong existing relationships with customers who would benefit from your products. You may even want to do both, taking care not to create channel conflict.

Tech Data's Customer Lifecycle Management Services makes it happen for you whichever way you prefer to go to market, while helping you avoid many of the costs involved.

Trust Tech Data, with its enormous customer base of the best Solution Providers, Value Added Resellers, Systems Integrators, and Managed Service Providers in the industry. We can find, recruit, and effectively onboard the partners you want, with the sizable markets and enthusiastic buying customers you seek, to help you build your channel. We effectively operate under our customer's badge and, train them, enable them, support them, and drive them to create new sales for you.

Or, let Tech Data be your inside sales force developing and delivering the lead generation and business development support your sellers need to be successful. Along the way, we develop the segmentation and marketing strategies you need to build a strong pipeline, profile the best possible customers, creating new sales to new customers, renewal of existing customer agreements, maintaining software license compliance, and incremental sales too.

Get to market faster and more impactfully, by leveraging the resources of Tech Data's Customer Lifecycle Management Services.

Product Support Services

Just as you are not necessarily in the lifecycle management business, your customers are not necessarily in the IT business. They often lack the resources to get many things done in their IT environment. To a great extent, this is part of your value proposition for them. Now, expand the scope of things you can get done for them by enlisting Tech Data's IT Product Support Services to get them done for them on your behalf and keep yourself focused on planning for the road ahead.

The lifecycle journey we take together includes customers and partners, services, products, and the management required to make it all work together.

Some of these services are direct and obvious, such as deployment, installation, and integration of new products into customer infrastructure. Maintaining and repairing equipment are also still an important part of managing a customer IT environment. And the ability to tap into Tech Data's Technical Assistance Center (TAC) allows for a high level of rapid-response support for your infrastructure.

But today, taking the time to repair units in the field is no longer the best strategy in all cases. Often it makes more sense and saves time to simply swap out units in



disrepair. With handy cloud strategies we can replace the hardware and then recreate the software image from the damaged hardware very quickly.

Take the damaged equipment and send it off to Tech Data's Depot Repair. Once fixed, it will be returned to your inventory for use the next time a unit goes into disrepair. Services like these also bring the need for proper asset disposition including fully certified data erasure. All of these are available from Tech Data.

IT Asset Management

Need to provide rental equipment? Turn to Tech Data to help you fill temporary requirements as well. Whatever support your customer requires, Tech Data helps you provide it.

Finally, when any device has served its useful life it becomes important to dispose of it properly. In many jurisdictions, failure to do so may put you out of compliance with regulations that carry significant penalties. In other cases, you may be able to fully erase all data and then recycle the equipment for further use by other departments or by donation to worthy organizations.

Tech Data provides comprehensive end-of-life IT asset management services allowing you to help your customers dispose of equipment as properly and productively as possible.

Virtual Success

Agility is attribute 1 for today's success channel partner. Don't build what you can buy more cost-effectively. Less bricks-and-mortar, more value for customers. Working together, we can provide immense reach and scalability, allowing us to leverage our size to assemble your "virtual company" from the best possible resources. Tech Data's Global Lifecycle Management Services is designed to provide the services, functionalities, and capabilities you need today to get your product to market today to start making money today. For more info, visit www.servicesbytechdata.com.