

Fast Track to Digital Data

Driving the Internet of Things to Mainstream




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Partners are rethinking their business models

Who can help me plan for my future?

How can I increase the % of recurring revenue in my business?

How can I protect my core business whilst also focusing on the new?

How do I accelerate towards predictable and profitable growth?

Partner Transformation

Transformative area

Technology

Sales model

Target customer

Specialization

Solution development

Marketing

Ecosystem

Tech Data®

A Trusted
Advisor to
Bridge the
Gap

Partner of the future

Innovation accelerators

Value based – Rec.
revenue

By goal – Business & IT

By use case

Multi-vendor, highly
reusable

Referral digital marketing

Multi vendor, Distributor,
P2P

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'Fast Track to Digital Data' gets partners on a Fast Track to transform and sell IoT & Analytics solutions and become part the Digital Data Practice Builder Programme.

The Digital Data Practice Builder Programme is a comprehensive Partner Transformation Programme that provides comprehensive resources to partners in order to help them develop specialization and sell repeatable IoT & Analytics solutions.

Fast track to Digital Data is invitation only and will take place concurrently in Tech Data's EMEA and Americas regions.

Fast Track to Digital Data Objectives

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+160 deployed solutions by the end of 2019 from +150 partners

Tech Data Partners who possess:

- The capacity and capability to take to market Tech Data repeatable solutions
- Strong motivation to co-engage with Tech Data
- The commitment to reach business milestones (specific to chosen solution) within 90 days of a Face 2 Face Workshop



ONE SLIDE SUMMARY

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Target Audience

- Existing TechData customers/partners with the right capacity/capability to build & commercialize their offer
- New Tech Data customers/partners



Business maturity

- Starter: Motivation and fundamental capability to develop IoT|A business
- Transformer: IoT|A bespoke practices
- Accelerator: Improving an existing IoT|A offer



Selection criteria

- Willingness to build or refine an offer w/TD IoT|A solutions
- Committed to build or refine the offer in less than 90 days



Goal

- Get partners/customers to become IoT|A Heroes by applying and improving the best business practices to accelerate and scale
- Build a catalog of IoT|A business offers that can be sold globally



Description

- A comprehensive repeatable business enablement program that scales based on current TechData repeatable solutions
- A mix of remote assistance and f2f workshops to optimize bandwidth and maximize outcome



Benefits

- IoT|A Business Leadership
- Fast execution and rapid outcomes
- Leverage existing TechData assets and programs
- Leverage Microsoft IoT & QLP program

Americas & EMEA



200 companies



April 2019
to July 14 2019

A photograph of a drum set and a bass guitar on a stage. The drum set is in the center, featuring a green snare drum, a red bass drum, and several cymbals. A microphone is positioned in front of the snare. To the right, a black bass guitar stands vertically. The background is filled with thick, golden-brown smoke or fog, and bright, vertical light beams illuminate the scene from above. The overall atmosphere is dramatic and high-energy.

Program description

TARGET AUDIENCE AND GOALS



Companies with capacity and capability to commercialize Tech Data repeatable solutions, a strong motivation to co-engage with TechData and a commitment to reach a business milestone (specific offer) in 90 days maximum. Co-develop customer's business model for success!



Starter

Company motivated to join IoT|A opportunity with fundamental technology knowledge but little to no practice



Transformer

Company having a bespoke IoT|A practice that is looking for ways to scale and accelerate its business



Accelerator

Company having an IoT|A repeatable offer that looks for ways to refine the business model, accelerate and scale the business






































Build/Refine and Commercialize a "Usage-Ready" repeatable offer with a recurring business model

Available

HY1

HY2

SOLUTIONS ROADMAP

	Available	TD HY1	TD-HY2
 Industrial	Predictive Maintenance  1	Power Management  4	High Value Asset monitoring 
	OEE Optimization  1	Energy Dem. Resposne (EDR)  1	
 Logistics	Connected Driver Safety  5	Vehicle Telematics  4	Supply Chain Visisblty 
	Universal Tracker  4	Stolen Vehicle Detection  5	
 Retail	Smart Mirror  5	Inventory Management  4	Mobile Engagement  4
	Product Recommender  5	Smart Shelf  5	Display Furniture  Refrigeration monitoring 
 Smart buildings	Smart Parking  5	Indoor Asset Tracking  1	StopValve 
	Energy Management  4		RMM (Oquila)  Silo Monitoring (Oquila) 
 Analytics	Azure SQL Server  5	Cloudera on Azure 	Water Decal (Oquila)  WCD 
		SQL on RHEL 	SQL on Windows  Olik on Azure  Data Visualization 
		IBM TM1 	

5 TOP BUSINESS PRACTICES TO ENABLE



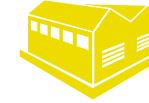
USAGE-READY OFFER



CUSTOMER VALUE PRICING



RECURRING BUSINESS MODEL



PRODUCTIZATION



BUSINESS AUTOMATION

DESCRIPTION

A comprehensive solution including devices, applications, IP, services to address a recurring business usage

Set the price as a subset of the value it generates to the customer rather than based on the addition of cost + margin

Recurring subscription with a user/usage flat rate, all included with little to no upfront cost

Operational framework to deliver the exact same offer to the largest number of customers

Online customer experience from prospectation to acquisition, account management and post sales

CUSTOMER

- One-stop shopping
- Time saving
- Business alignment

- Return on value
- Business alignment
- Easier decision

- Freedom
- Immediate access
- Agility

- Faster delivery
- Lower price
- Higher quality

- Easy to understand
- Easy to buy
- Easy to manage

PARTNER

- Customer centric
- Competitiveness
- Company valorization

- Higher profit
- Competitiveness
- Faster sales cycle

- Higher profit
- Recurring revenues
- Company valorization

- Lower cost of integration
- Lower cost of delivery
- Faster sales

- Market expansion
- Higher sales
- Low cost of sales

BUSINESS HERO LINE

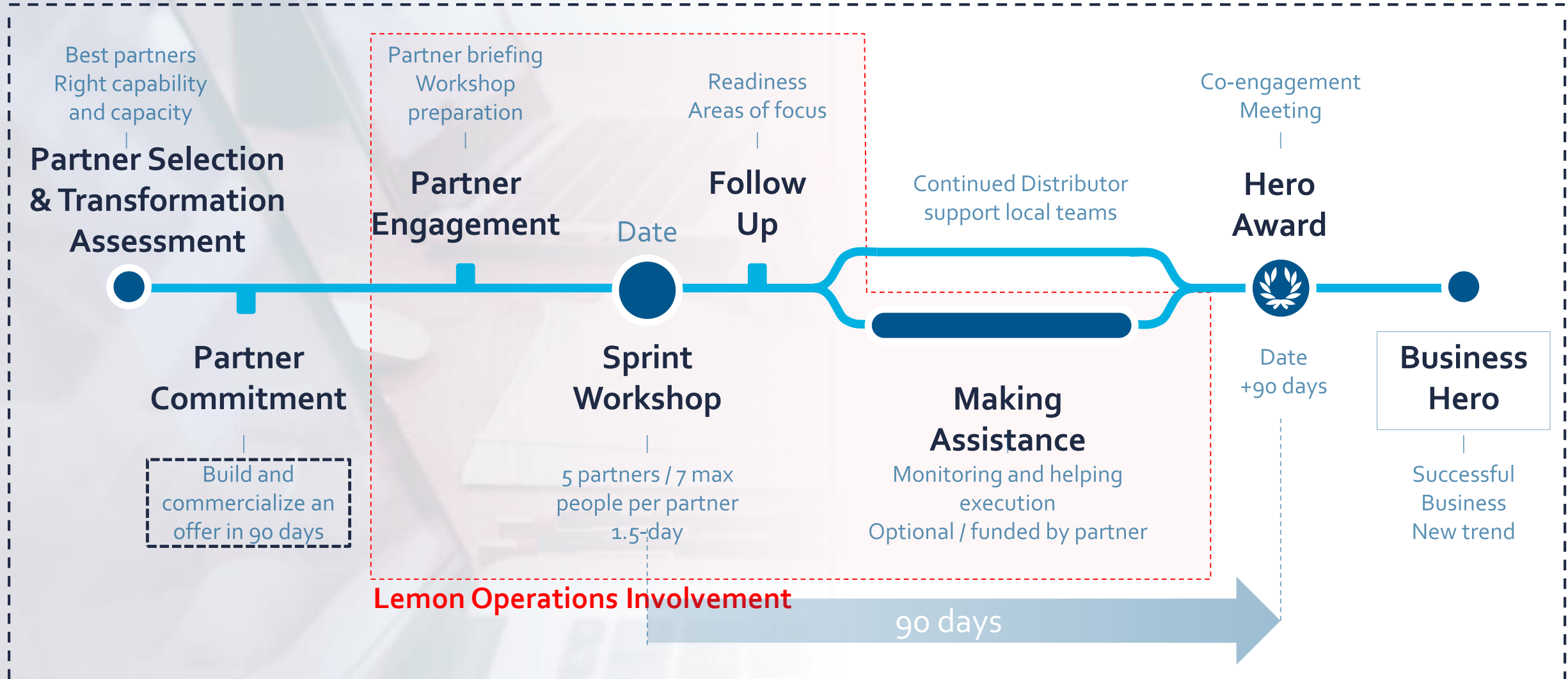


BUSINESS HERO LINE

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Local teams assess and manage customers/partners, program management central

Practice Builder Programme

PART ONE

Partner Transformation Assessment

Identify a 360 degree view of the Business Maturity Level analysing; Organisational, Technology, Strategy, Sales & Marketing, Financial.

Business Mentoring
Peer Network
Strategy & Marketing Workshops
Expert Webinars

PART TWO

Practice Assessment

To identify the current capability level of a partner today
Starter, Transformer, Accelerator.

What support do they need to get to where they want to develop a specialist business practice for Cloud, IoT/Analytics or Security

Training & Enablement

Where is the partner today and where do they need to get to

Marketing

What marketing capability does the partner have today?

Strategy Development

How do I build a business strategy to develop a solution practice?

Services

What services capability does the partners need Presales, consulting and managed services, Financial

Sales Execution

What sales resources does the partner need to sell? Battlecards, case studies, target account planning, Industry expertise & SME support



Partner Transformation Assessment

The Partner Transformation Programme is invitation only for partners with a business that is always looking forward

- Discover your organization's current transformational maturity level.
- Understand your organizational, technology, sales and marketing, financial and strategic capability for transformation.
- Get a full transformation plan highlighting improvements and areas ready for transformation.
- Gain quick transformational wins from leading business experts.
- Access resources and events to accelerate your transition.
- Speak to industry leaders and partners that have already transitioned.

United Kingdom
119 Partners

Netherlands
50 Partners

Belgium
21 Partners



Italy
37 Partners

Spain
26 Partners

France
22 Partners

“I wish we had a program like this available when we were making our transition. It has incredible value for businesses. It will certainly help them to accelerate”

1 TO FEW SPRINT WORKSHOP AGENDA

Day 2





Briefing: All partners together



Breakout: Each partner in separated rooms
Led by TechData Sales

1/2 Day 1

- | | | |
|-------|--|--|
| 14:00 | Partner introduction |  |
| 14:30 | IoT Market dynamics and channel transformation | |
| 15:30 | Break | |
| 15:45 | IoT Scenarios presentation | |
| 16:45 | Scenario selection - <i>breakout</i> |  |
| 18:00 | End of ½ day 1 | |

- | | | |
|-------|--|--|
| 9:00 | Value proposition |  |
| 9:45 | Value proposition - <i>breakout</i> |  |
| 11:00 | Break | |
| 11:15 | Pricing and profit |  |
| 12:15 | Pricing and targets - <i>breakout</i> |  |
| 13:00 | <i>Lunch</i> | |
| 14:00 | Go to market |  |
| 14:30 | Go to market - <i>breakout</i> |  |
| 15:30 | Break | |
| 15:45 | Operations |  |
| 16:15 | Operations & roadmap - <i>breakout</i> |  |
| 16:45 | Wrap up |  |
| 17:00 | End of Day 2 | |



All partner individual data and strategies will be kept confidential and will not be shared with the full audience

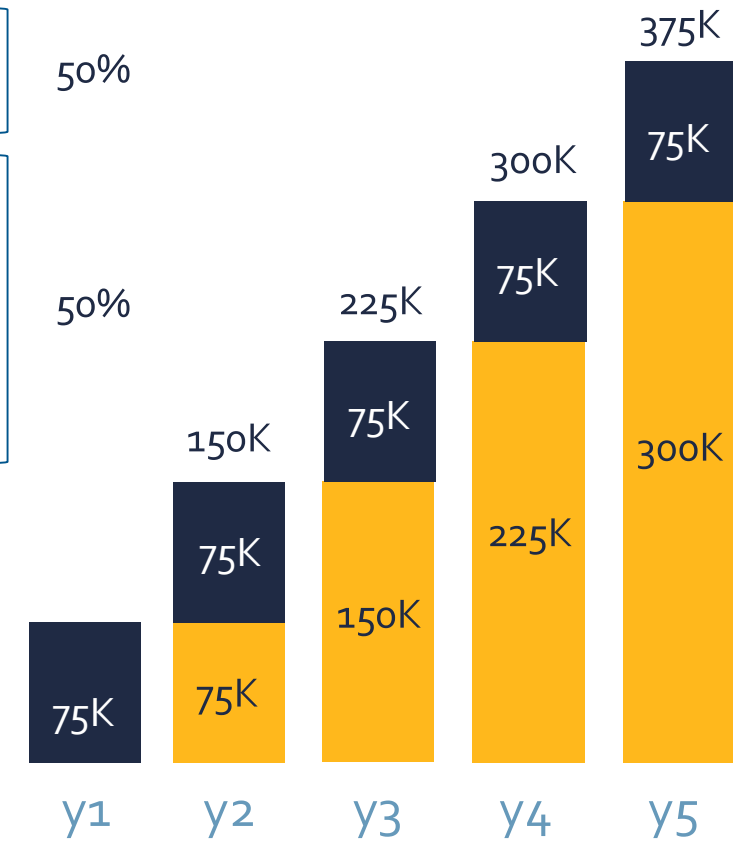
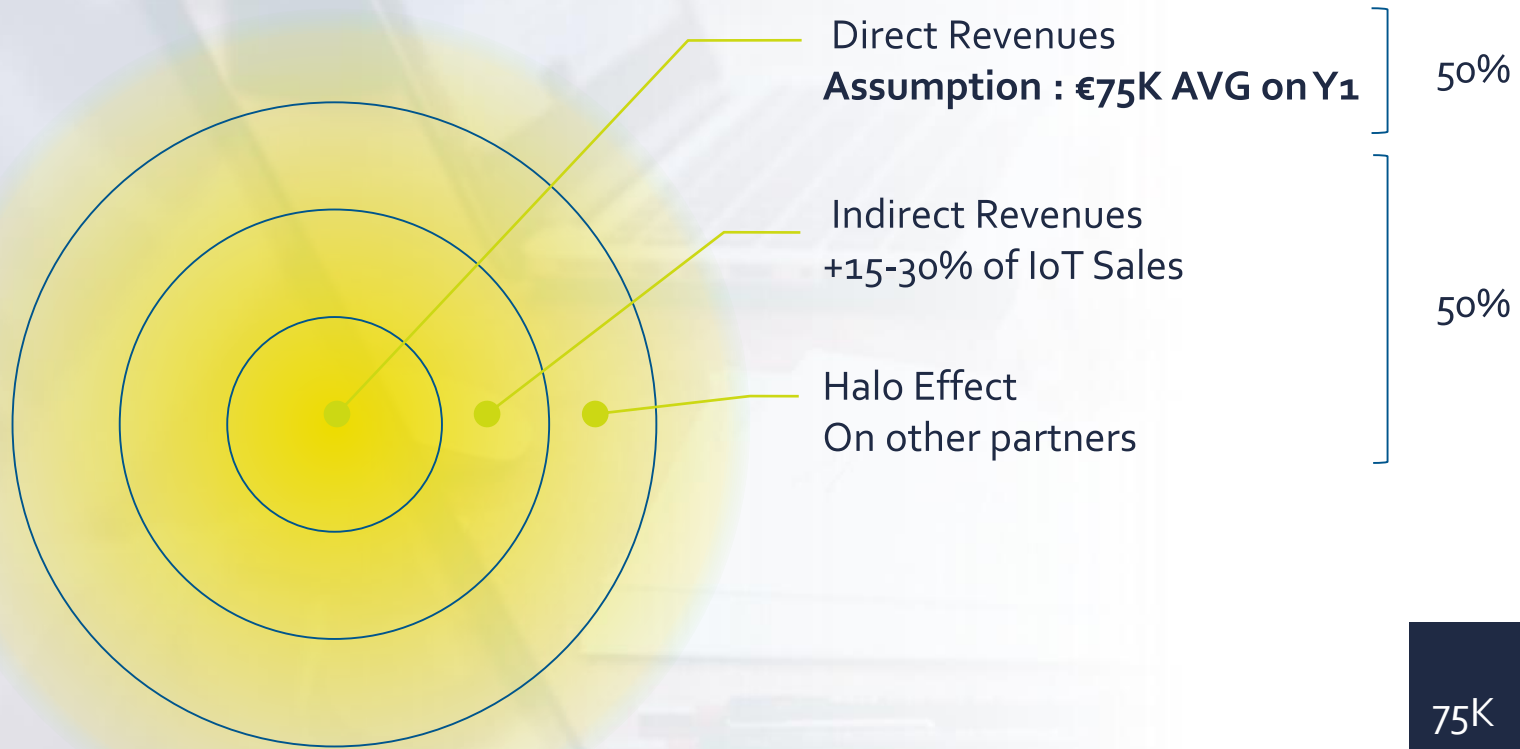
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TARGET RESULTS








← **1 125K** →
For one company

OTHER BENEFITS

- Technology & Business innovation leadership
- IoT|A Business leadership
- Leverage Tech Data Practice Builder
- Leverage QLP program and resources
- Leverage existing Microsoft programs
- Customer/partner traction/retention



Partners access the relevant services according to their indicated capability level

			Starter	Transformer	Accelerator
 Strategy Development	Account Support & Business Plan		Internal	BDM	BDM
	Business & Technology Experts	*	Y	Y	Y
	Business Transformation Webinar/Live	*	Y	Y	Y
	Strategy Development Workshop	*		Y	Y
 Training & Enablement	Next Generation Skills Training (TDCA)	*	Y	Y	
	Next Generation Sales – Industry Readiness	*		Y	Y
	Next-Gen Sales Academy	*	Y	Y	Y
	Solution News Updates	*	Y	Y	Y
	Solution Briefing		Y	Y	
	Solution University			Y	Y
 Marketing	Marketing Gap Analysis & Digital Readiness	*	Y	Y	Y
	Campaign in a Box	*	Y	Y	
	Inbound Demand Generation	*		Y	Y
	BI Tech Refresh	*			Y
 Services	Pre-Sales, Consultancy, Managed Service, Technical Services		Y	Y	
	Technical Services (Academy)	*	Y	Y	
 Sales Execution	Vendor Guidance & Pipeline Management		Y		
	Solution Catalogue 'Factory' Knowledge Hub – Digital Solution Kit	*	Y	Y	Y
	Demo Labs		Y	Y	
	Vendor Specific Solution Training	*		Y	Y