

SYNNEX Canada ISV Experience

Gain visibility and generate demand for Independent Software Vendors and Reseller Partners



SYNNEX CANADA
ISV·EXPERIENCE

ISVs Are Uniquely Positioned To Influence and Benefit From The Rapid Growth In Cloud Adoption

How do you make the most of the opportunity?

- Gain visibility and generate demand for your products in the Cloud?
- Identify your target market and build offers that focus on what matters most for these customers?
- Expand your portfolio by integrating your solutions and services to improve value, increase engagement and provide an overall better customer experience?

SYNNEX ISV Experience

Based on the 7 pillars below, this program aims to support ISVs on their journey to cloud-based business growth

01 SYNNEX Canada ISV Marketplace

02 Microsoft Azure Marketplace

03 Help To Build Offers

04 Expand Your Portfolio

05 Enablement Funds

06 ISV Dedicated Events

07 Cost Savings

01 SYNnex Canada ISV Marketplace



A new opportunity for Resellers and ISVs to scale growth exponentially.



Resellers can take advantage of SYNnex Canada's ISV program to increase their product offering and drive more value to their existing portfolio.



The ISV solutions have visibility to SYNnex's robust partner ecosystem of more than 2,000 actively transacting Cloud resellers, making it the quintessential marketplace to scale rapidly.

02 Microsoft Azure Marketplace



When you publish your apps on Azure, you'll reach more than 3 million monthly users, the Microsoft Partner ecosystem, and get access to go-to-market benefits to accelerate your growth.

SYNNEX Canada has the expertise on all necessary steps to host your solution on the Microsoft Azure Marketplace.

03 Help to build offers



We have a team of specialists to help you identify the best market for your solutions and to help develop your offers to solve your customer's business problems.



We are also able to provide case-specific support faster and earlier than if you were to rely on Microsoft directly.



This not only increases your confidence in the solutions you provide, but your customers' confidence in your services as well.

04 Expand your Portfolio

If you are an ISV, but you are not a Microsoft Partner, we can help you enhance your solution portfolio by selling Microsoft Cloud products.



Earn exclusive incentives and rebates.



Become the primary point of contact for your customer.



Generate more opportunities by integrating your solutions and services to improve value, increase engagement, and provide an overall better customer experience.

05 Enablement Funds

We've set aside a budget to help you to close your deals and facilitate the transition of your customers to the Cloud.



Application Modernization Services



Proof of Concept Funds



Assessment tools

05 Enablement Funds



Application Modernization Services address the migration of legacy to new applications or platforms, including the integration of new functionality to provide the latest functions to your business.

Modernization options include re-platforming, re-hosting, recoding, re-architecting, re-engineering, interoperability, replacement and retirement, as well as changes to the application architecture to clarify which option should be selected.



POC (Proof of Concept) Funds is a credit that can cover one or two months of Microsoft Azure consumption for Cloud opportunities



Assessment Tools help resellers better plan the cost involved in the process of moving to the Cloud.

06 ISV Dedicated Events



Connecting ISVs to more than +2,000 SYNEX Canada Resellers.



We will create campaigns to attract our partners to our ISV Marketplace, then link your solutions to our Reseller's customers needs.

07 Cost Savings



Having a better price to host your solutions infrastructure can always make the difference to close more deals and scale your sales.



Through SYNEX Canada, you will have an exclusive discount on Azure.

Summary

- SYNnex Canada ISV Experience Program covers every aspect of creating a new sales motion by selling solutions instead of focusing on product features.
- Scale growth exponentially by taking advantage of the new SYNnex platforms and specialists who will help you better showcase your solutions.
- Microsoft Azure offers unique benefits that allow ISVs to innovate and modernize your applications and reseller partners to create alternatives to help customers accelerate Cloud adoption.
- We know every business is different, and we are inviting you to come talk to us anytime. If you like more information or arrange a meeting, please visit us at:



Thank you!