



WHY **TD SYNnex** FOR START-UPS AND ISV'S

A SCALABLE GROWTH
ENGINE FOR YOUR SALES
CHANNEL

ISV·EXPERIENCE

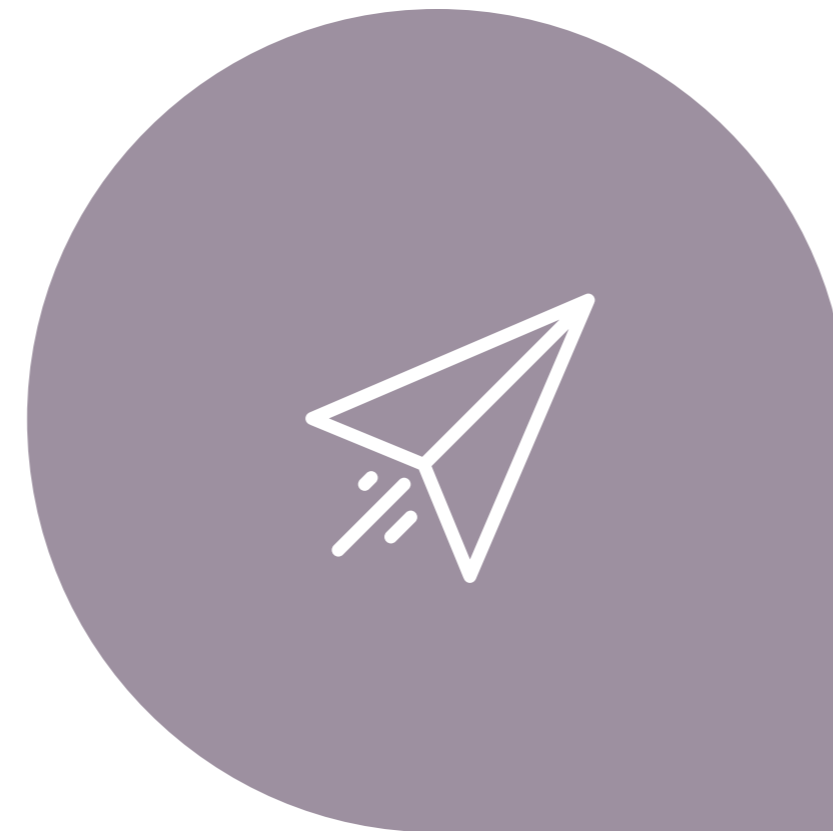


Why Us

TD SYNnex

Highly efficient and committed to scale

- Distributors have honed efficiency over years. Vendors efficiency can't compete
- Distributors have scale & momentum

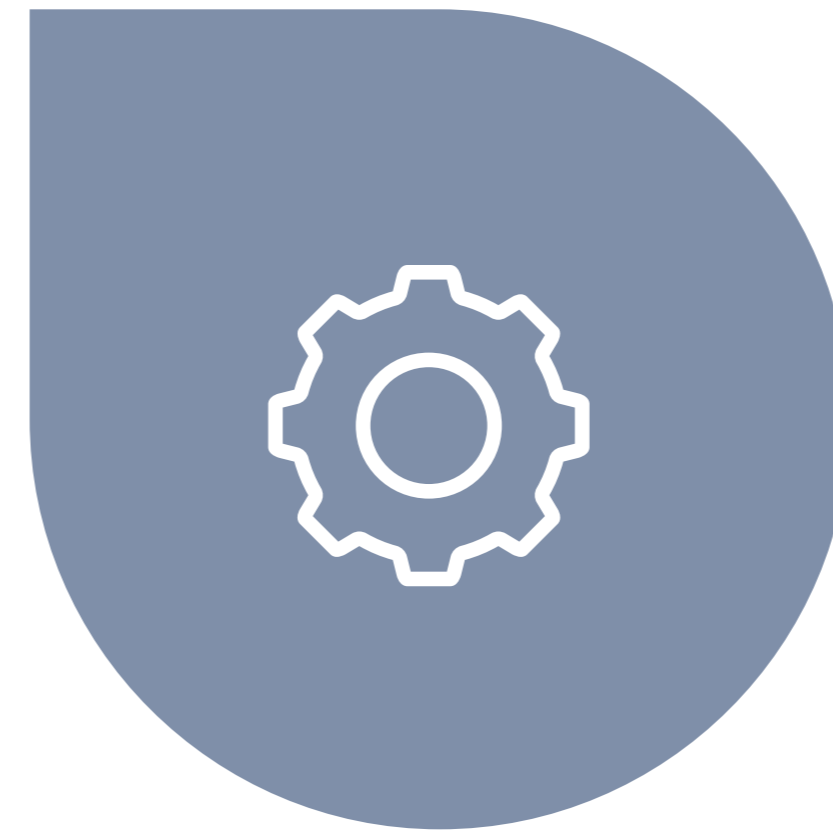


Manage the long tail of partners for vendors

- Some of the biggest partners are using distributors
- Enterprise market as Distis add IP

One Invoice for partner and customer

- One bill
 - Complex solutions
 - Multi vendor
 - Multi-cloud solutions
- Marketplaces simplify MRR management



Simplify operations for partners

- Partners buy from an increasing number of vendors
- Managing numerous separate purchases and programs is complex.

At a Glance

TD SYNEX

1500

VENDORS /
OEMS

100+

COUNTRIES
SERVED

200K

PRODUCTS AND
SOLUTIONS

150K

CUSTOMERS

1.7B

LTM ADJUSTED**
EBITDA

60B

IN ANNUAL
REVENUES***

#60

FORTUNE 100
LIST*

22K

SKILLED CO-
WORKERS

*Estimated ranking on 2021 Fortune 500 List using combined company FY20 revenue of \$56.4B. ** Non-GAAP financial measure representing LTM adjusted EBITDA ending April 30, 2021 for Tech Data and May 31, 2021 for SYNEX. Includes an estimated \$100M of expected net annual cost synergies in the first year post-merger close. ***Represents LTM revenue ending April 30, 2021 for Tech Data and May 31, 2021 for SYNEX.



Global Coverage



Americas

~12,000 Colleagues
60% of Sales



Europe

~8,000 Colleagues
35% of Sales



Asia Pacific

~3,000 Colleagues
35% of Sales

Solutions Aggregator

The best option to scale your sales

 Ecosystem Suppliers

 Anchor Cloud Services

 OEMS

 Cloud Consumers



 Solutions Provider

 Technology Partners

 Systems Integrations

 ISV'S & MSP'S

Our Vendors

From the most well-known names in the business to new and emerging born-in-the-cloud companies

The best Cloud Platform

For building and hosting your Apps & Solutions

AZURE IS THE CLOUD FOR INDEPENDENT SOFTWARE VENDORS (ISV) AND STARTUP COMPANIES

Scaling your unique IP from business idea to local dominance and then to global footprint requires a technology partnership that supports you throughout your journey. No matter where your solution goes the technology must assist constructively and seamlessly.

AZURE GLOBAL INFRASTRUCTURE

60+ regions and growing, more than any other cloud provider. UAE is the first Middle East Azure data center.

SECURITY, PRIVACY & DATA PROTECTION

More security and privacy certifications than any other cloud provider

COMPLIANCE

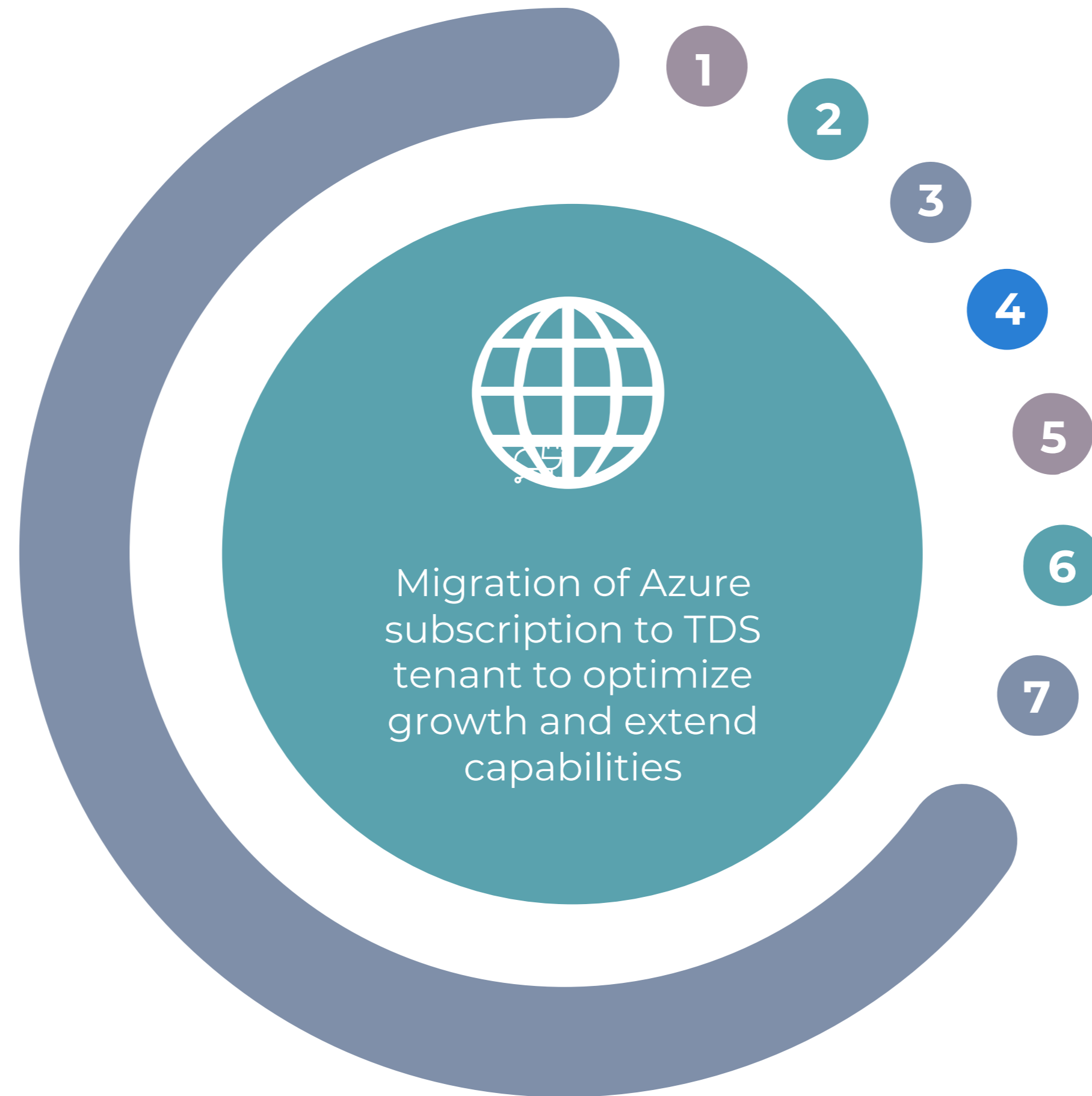
Microsoft Azure provides industry-verified conformity with global standards.



Azure Consumption

ISV Commitment = ISV Cost Savings

- 1  TD SYNnex ISV Marketplace
- 2  Microsoft Azure Marketplace
- 3  Help Build Offers
- 4  Expand Your Portfolio



- 5  ISV Dedicated Events
- 6  Enablement Funds
- 7  Cost Savings

Start your Journey by migrating your solution to the Azure TD SYNnex tenant to optimize growth & extend capabilities. Save costs and get permanent discounts, incentives and promotions on your Azure consumption.

ISV Experience

Benefits funded by TD SYNnex



Azure Consumption

The more Azure consumption, the more support and funding you get from TD SYNnex



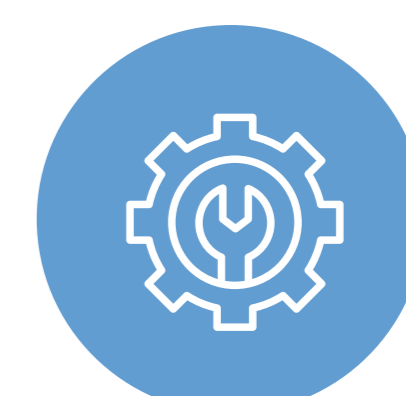
Business Acceleration

Innovate and automate your business at your own pace



Technical Solutions

Full access to our advanced support & technology services



Tools & Services

Tools & services to help manage & maximize your cloud business



Marketing As A Service

Build and enhance your outreach to scale your SaaS business



Help to Build Offers

We have a team of specialists to help you identify the best market for your solutions



Expand Your Portfolio

Enable Start-Ups & ISVs to expand their business to new territories

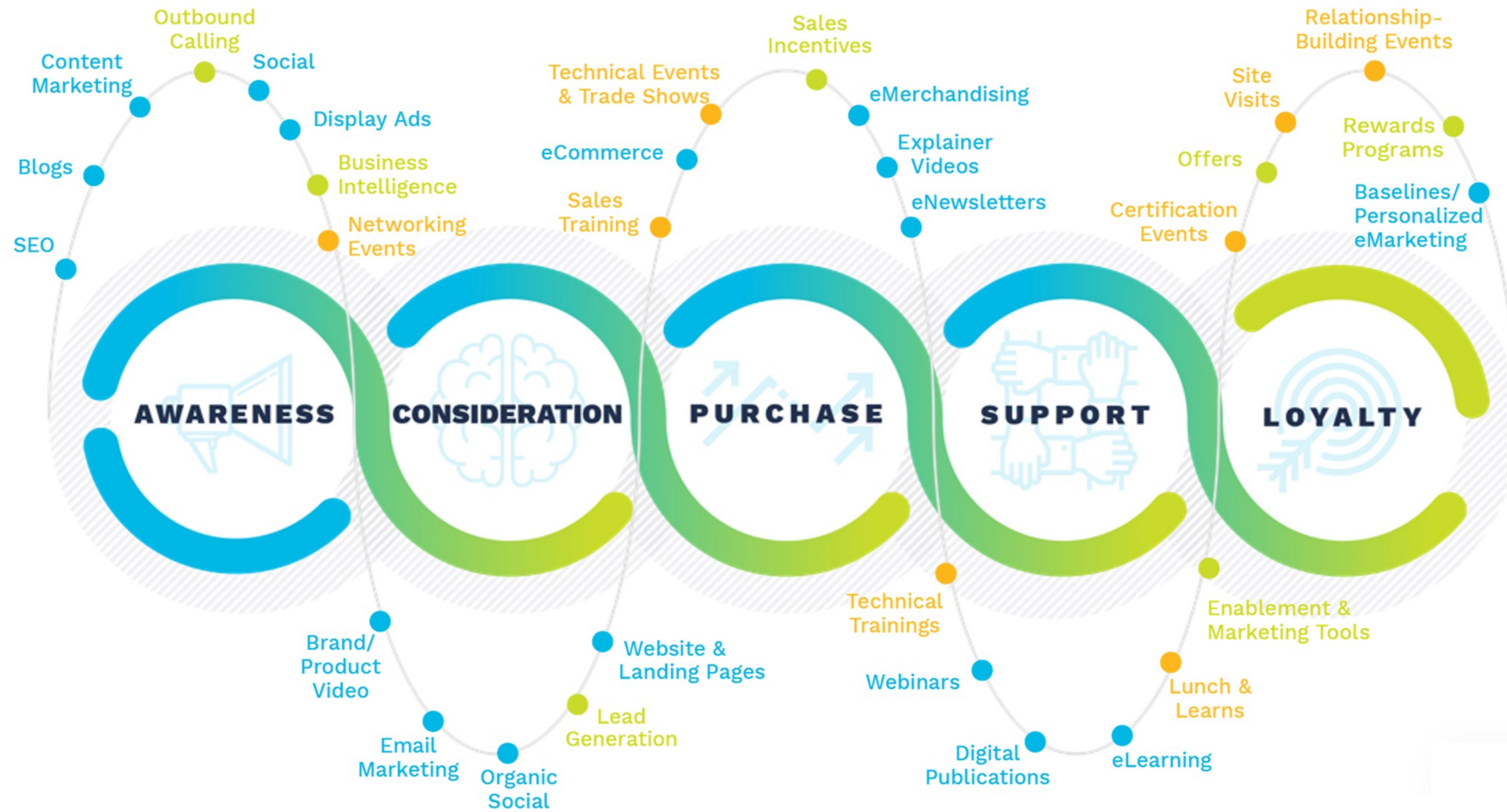


Dedicated Events

Connecting ISVs to more than +15,000 SYNnex resellers

Marketing

Capabilities & Overview

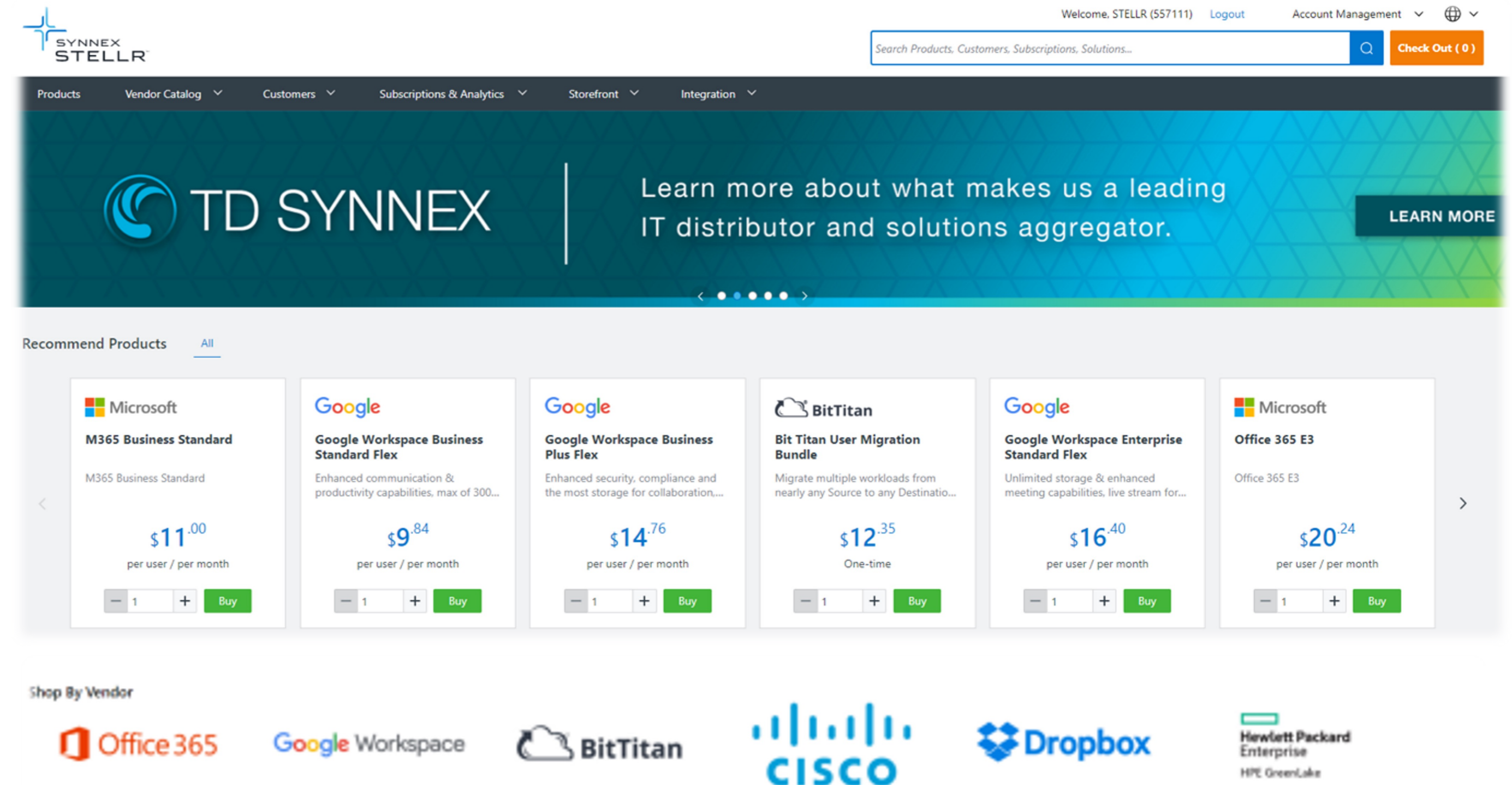


Your Solution Showcase

TD SYNnex Partner Ecosystem

INCLUSION IN THE TD SYNnex & AZURE MARKETPLACE

- Gaining visibility in our cloud platform for a vendor is key. Every group and vendor is fighting for mindshare and notability.
- Visibility can range from being a suggested product to banners and even targeted message placement.
- Suggested products are complimentary or associated with other core brands.



Lead Generation

ISV Marketing As A Service

GENERATING DEMAND FOR START-UPS AND ISV BUSINESS

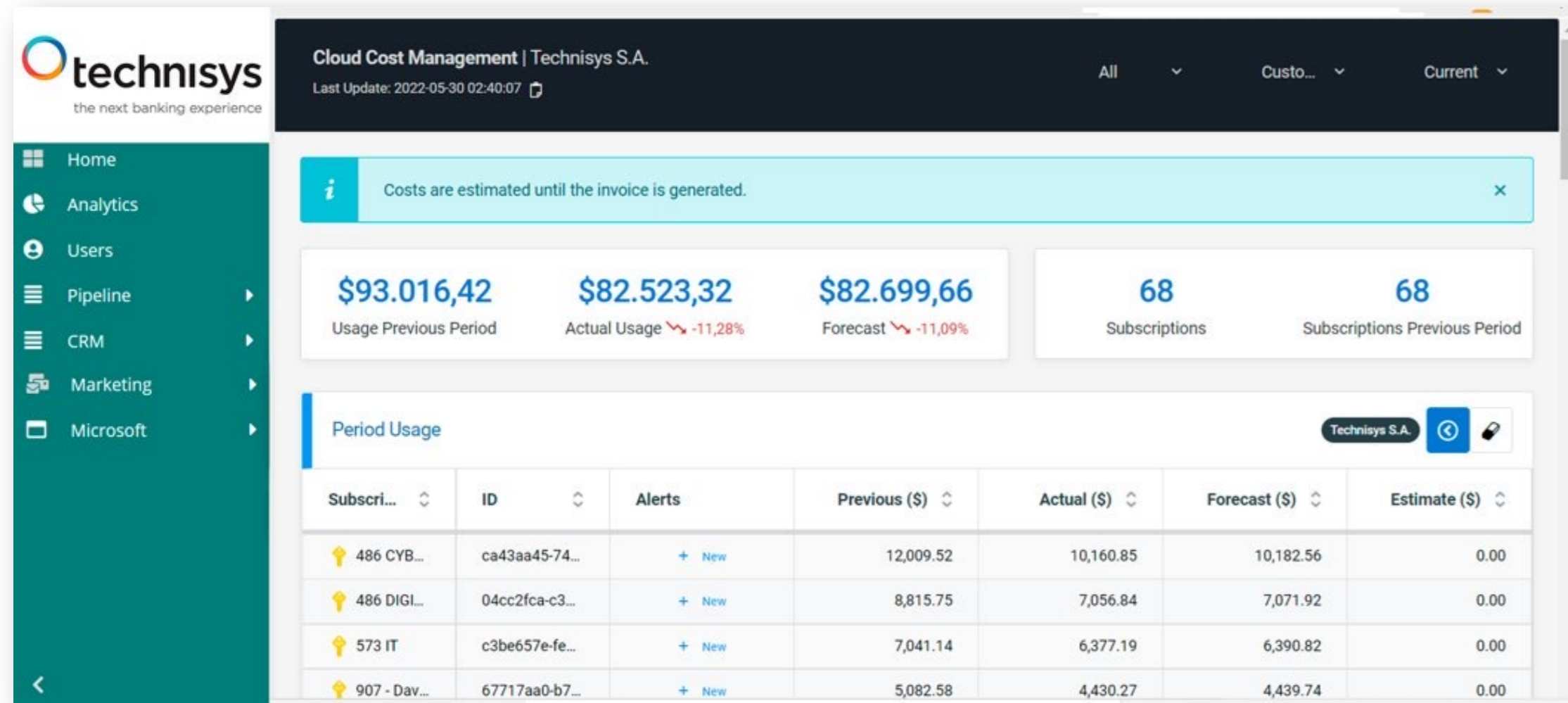
TD SYNnex's unique ISV transformation journey is no one-size-fits-all approach. This program is designed to help accelerate and transform our ISV partner ecosystem by powering their IT operations, automating complex processes, and deploying new functionalities that drive sales, boost GTM practices and deliver successful business outcomes.

-  TD SYNnex Marketplace
-  Microsoft Azure Marketplace
-  Azure MSRP discounts
-  Account Management Resource
-  Access to TD SYNnex's Reseller Base
-  Solutions Aggregation & Orchestration
-  Brand Awareness and Presence Across Events, Webinars, etc



CRM TOOL

ISV Marketing As A Service

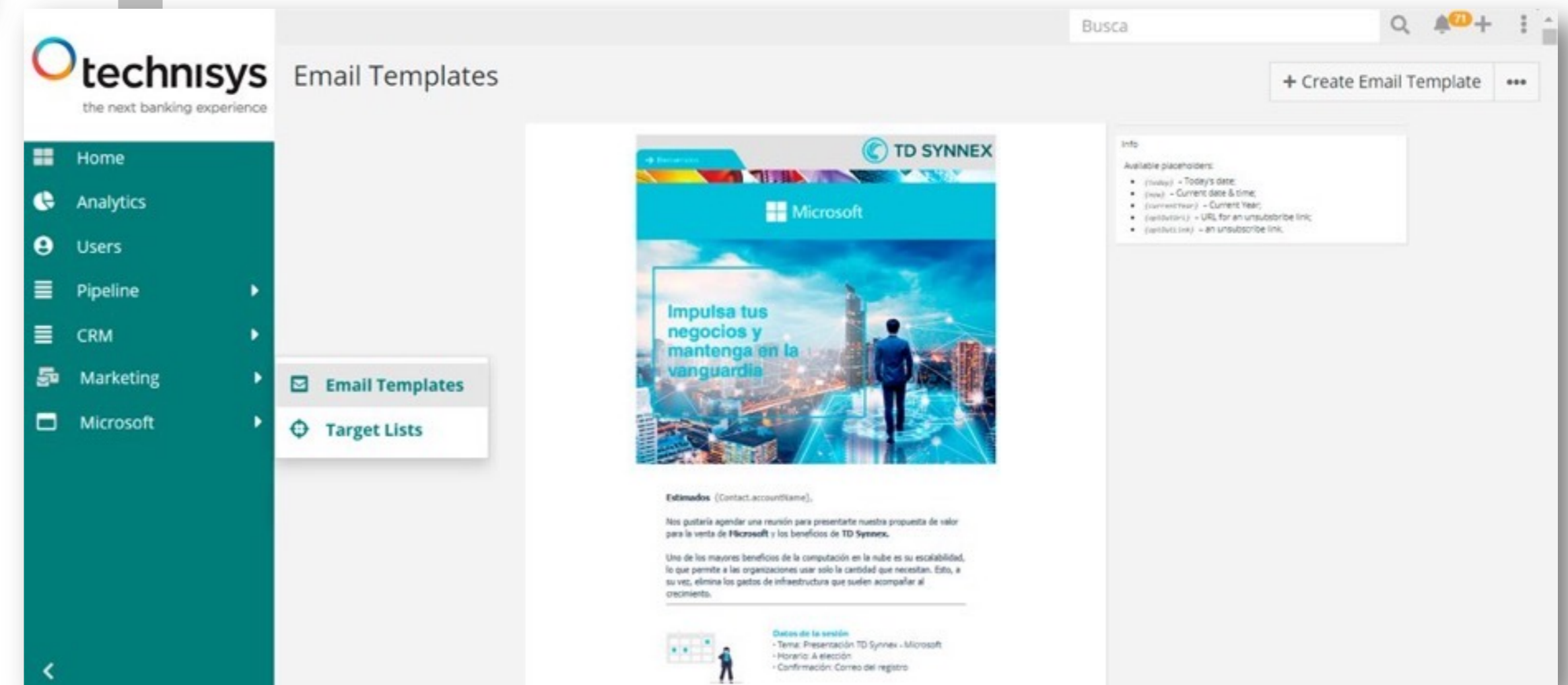


Lead Management CRM

- Track opportunities & pipeline
- Customized Branded Content
- Marketing reporting & dashboard
- Significant cost savings

Create Your Own Marketing Campaign

- Templates with MW, Azure and Biz Aps concepts for customized campaigns
- Through analytics, ISVs have the visibility of what was sent and what content is of most interest to their customers.
- Maintain visibility & ownership into all sales & marketing activities



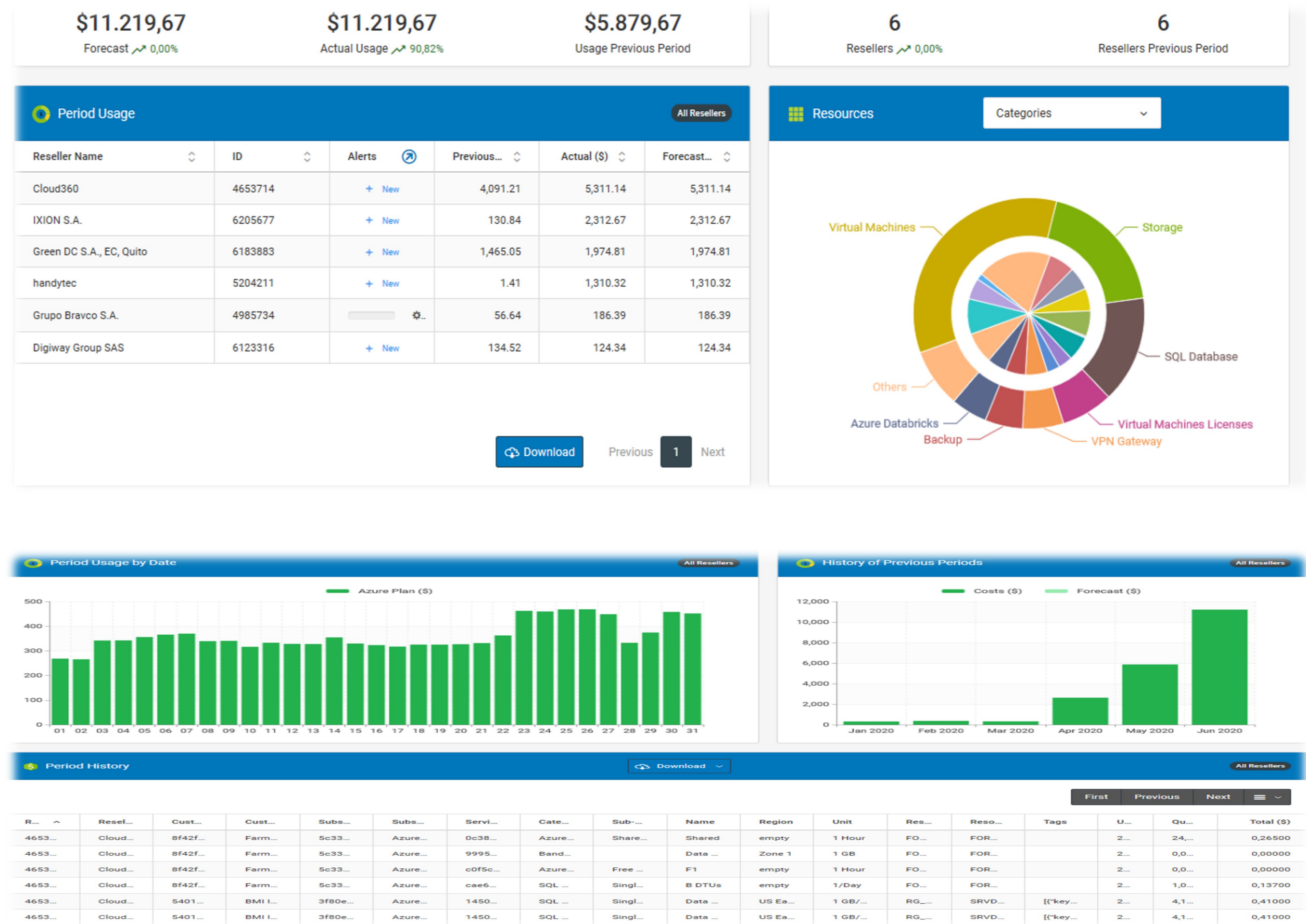
Consumption Management

Exclusive Azure Consumption Dashboard

ISV AND STARTUP TOOLS AND SERVICES

CLOUD SOLV & ANALYTICS

- Online Visualization of Azure consumption
- Consumption alerts by subscription and Azure services
- Billing information
- Consumption reports
- Optimization and Recommendations
 - Security
 - Availability
 - Consumption
 - Cost



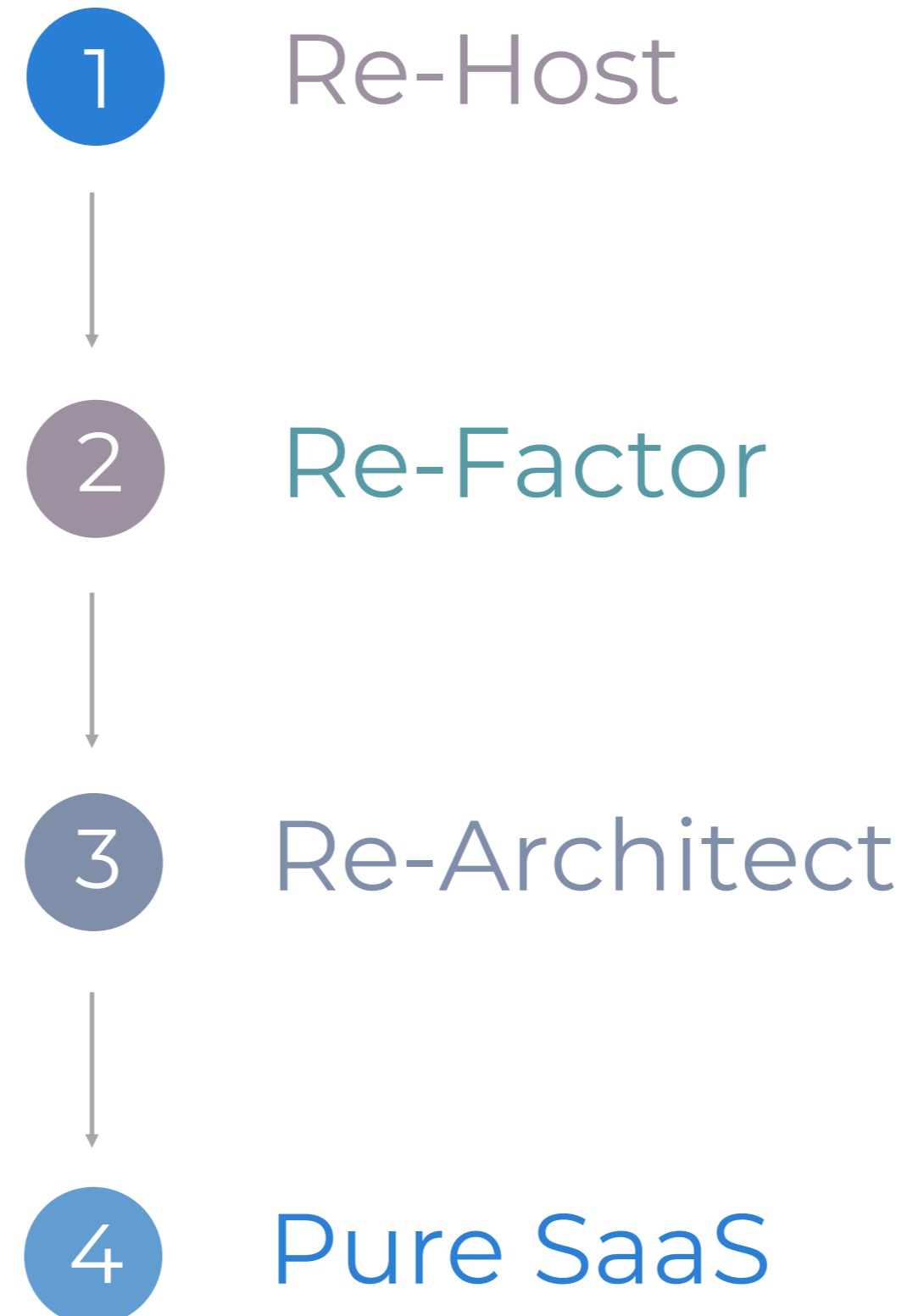
App Modernization

TD SYNnex ISV SOLUTION FACTORY

SIMPLIFY some of the most time-consuming & complicated parts of cloud **DEPLOYMENTS**, including automating complex processes such as infrastructure, platform-, and software-as-a-service deployments, building connections, configurations & integrations

INTEGRATE best-in-class technology to add new functionalities to your solution without building from scratch. **AUTOMATE** the provisioning and management aspects for crucial areas impacting user experience and performance such as security, identity and authentication, analytics, subscription lifecycle

Take **ADVANTAGE** of **TD SYNnex TECHNICAL AND SOLUTIONS SERVICES** such as • Proof of Concepts & Demos • Infrastructure Cost Optimization • Technical Trainings • Optimization of public hosting model • Free migration services to Microsoft Azure • Free 24/7 Support for apps • Free Assessment & Cloud Design • Technical and Sales Resources • White Glove Teams available for any implementation needs



1 Re-Host

First, we want to ensure that our existing apps are ready for global expansion while strengthening security and privacy concerns.

2 Re-Factor

Then we want to re-architect our existing apps to take advantage of modern cloud - native capability.

3 Re-Architect

Next, we want to build new cloud-native apps using the latest cloud capabilities and methods like DevOps.

4 Pure SaaS

Finally, we want to infuse new capabilities like AI, advanced analytics IoT, and mixed reality to support new customer use cases.



CONTACT

Email:

US: microsoftisv.us@synnex.com

CA: microsoftisv.ca@synnex.com



US



CA

ISV·EXPERIENCE

