

SMB

Commercial Sales Accelerator



Small business creates one-half of the world's GDP and employs two-thirds of the world's global workforce. Cisco will do three things to win with partners in the small business space: Develop market specific technology and offers at the right prices; invest in awareness and demand generation for partners; and enable partners with relevant programs, promotions and incentives. In 2021, small businesses are forecast to spend approximately **\$645 billion** U.S. dollars on IT services. In contrast, medium-sized businesses are forecast to spend around **\$490 billion**.

The small and medium-sized business (SMB) market is projected to spend **\$1 trillion** by 2028, representing a massive opportunity for Tech Data Cisco partners.

Small Business Recovery Post-Pandemic



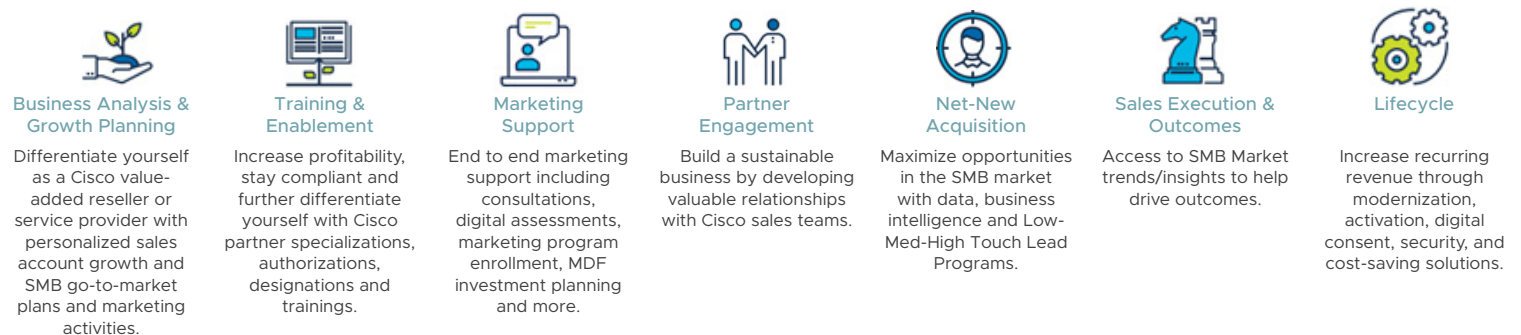
Purpose of the SMB Accelerator

The purpose of this program is to expand your current customer base and focus on net-new customer acquisition through alignment with TD SYNnex and Cisco.

The SMB Accelerator program helps businesses leverage the power of data intelligence to work for you to grow net-new customer opportunities and expand current SMB customer sales.

SMB Accelerator Program Framework

Our program framework was developed with seven different modules providing end-to-end partner enablement. This framework is flexible, meaning you can decide when and at which entry-point you want to start driving sales acceleration.



SMB Biz Challenges

Tech Connection - Small Business Technology Trends - Cisco



Use Cases

Portfolio Explorer for Industries - Cisco

Healthcare

<p>Operational transformation</p> <ul style="list-style-type: none"> Secure, agile network for healthcare Smart hospitals Hybrid workforce Alternate care sites and mobile clinics 	<p>Security, privacy, and compliance</p> <ul style="list-style-type: none"> Medical device and IoT security Cybersecurity for healthcare Video surveillance and physical security 	<p>Patient care anywhere</p> <ul style="list-style-type: none"> Digital front door Telehealth and virtual care Remote observation services Mobile experiences 	<p>Data-driven clinical workflows</p> <ul style="list-style-type: none"> Hybrid cloud platform for clinical applications Clinical communications and collaboration Medical device integration and artificial intelligence Location services for clinical environments
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Manufacturing

<p>Manufacturing supply chain operations</p> <ul style="list-style-type: none"> Advanced warehouse operations Inventory management Industrial mobility 	<p>Advanced manufacturing operations</p> <ul style="list-style-type: none"> Industrial automation Data collection and management Asset visibility and control Remote operations Sustainable facility solutions 	<p>Workforce enablement</p> <ul style="list-style-type: none"> Plant floor collaboration Digital workforce 	<p>Industrial security and safety</p> <ul style="list-style-type: none"> Industrial security foundation Industrial security full spectrum Health, safety, and environment
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Retail

<p>Customer journey</p> <ul style="list-style-type: none"> Mobile engagement Digital displays and labels Intelligent contact center Customer experience management 	<p>Store associate experience</p> <ul style="list-style-type: none"> Assisted selling Digital training and communication Mobile POS and line busting Multi-channel fulfillment 	<p>Physical and cyber security</p> <ul style="list-style-type: none"> Safety and surveillance Loss prevention and fraud detection Secure connectivity and optimization Threat defense 	<p>Intelligent operations</p> <ul style="list-style-type: none"> Wireless and video analytics Application performance management Enabling multicloud connectivity Equipment monitoring Smart and efficient store 	<p>Distribution and fulfillment</p> <ul style="list-style-type: none"> Occupational safety Distribution automation Order fulfillment Smart and efficient warehouse
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Finance

<p>Customer journey</p> <ul style="list-style-type: none"> Digital-first engagement Intelligent branch 	<p>Modern financial worker</p> <ul style="list-style-type: none"> Hybrid workforce Sales and service collaboration 	<p>Operational risk management</p> <ul style="list-style-type: none"> Cybersecurity and compliance Surveillance and safety 	<p>Agile IT</p> <ul style="list-style-type: none"> Application modernization and performance management Fintech cloud High-performance trading
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How to Enroll

For more information about how TD SYNnex's SMB Accelerator Program can help your business grow, contact your dedicated TD SYNnex Cisco representative to schedule a consultation.