

/ EDGE

TD SYNnex Gives you the Cisco EDGE:

The TD SYNnex EDGE program is our Cisco award winning go-to-market strategy that is designed to assist any sized partner regardless of their Cisco partnership status.

EDGE provides a step-by-step approach that enables partners that are looking to enter the Cisco landscape for the first time or taking their existing Cisco practice to the next level.

TD SYNnex EDGE provides:

ENGAGEMENT

to create a partner specific roadmap to success

DEVELOPMENT

of your offering and staff to win more business

GROWTH

capabilities, allowing you to compete for larger deals

EXTENSION

of your reach into new markets and new customers

PARTNERS WHO ARE ENROLLED IN THE EDGE PROGRAM ACHIEVE 50% HIGHER GROWTH THAN THOSE WHO ARE NOT

ENGAGEMENT

TD SYNnex core services are best of breed in the distribution landscape. These services are the foundation of customer engagement and provide the tools for growth.

Services in this area include:

- Partner Credit Facilities
- Dedicated Cisco Sales and Services Experts
- Pre-Sales Engineering
- Annuity and Subscription support

DEVELOPMENT

Simplifying Cisco for your teams and your customers is an important element of the program. TD SYNnex EDGE takes the primary Cisco architectures and creates unique roadmaps for success practice enablement.



SECURITY



DATA CENTER



COLLABORATION



NETWORKING



MERAKI

GROWTH

TD SYNnex Managed Marketing is designed to give our partners the opportunity to work with a variety of marketing agencies and lead generating sales centers. By understanding your core business objectives, we can tailor solutions that work for your business.

- Grow market reach with targeted campaigns
- Deep dive into technical solutions
- Maximize on rebates and incentives with focus in those areas
- Create buzz around your solutions and offers

EXTENDING REACH

As new markets develop and new services become available TD SYNnex can help you make sense of how and when to make investments. TD SYNnex has made significant developments in Cloud, Managed Services and Professional services that provide its partners with access to products and services that vastly reduce the time and cost of building or buying these capabilities on your own.

- Turn on and use technology
- Everything-as-a-service financial offers
- Customer Experience and Customer Success sales programs
- Cloud Services: HCS / IaaS / DRaaS / DaaS)
- Verticals (SMB / Federal / SLED / Healthcare)
- Architectural Expertise development

MANAGE it all with EASE

Track and manage your progress through TD SYNnex EDGE along with your Cisco certifications and specializations easily right at your fingertips through TD SYNnex's EDGE FOCUS TOOL.

- Exclusive to TD SYNnex
- Understand how product sales effect rebate payouts
- Map staff to certifications and specializations
- Track and monitor program completion
- Track subscription and maintenance renewal opportunities
- Gain insights and visibility into your unique Cisco relationship

Download the
EDGE Focus Tool
App today!



EDGE Enablement Program

ELEVATE YOUR CISCO BUSINESS

Our Vision for the EDGE Enablement Programs is to simplify Cisco for our partners by creating unprecedented value and opportunity with enablement, acceleration and resources that drive business growth faster and more profitably

Our EDGE Progression Programs provide focused consulting, best practices, education, training, tools and tactics for your core business functions. Grow your Cisco practice strategically and profitably. We align you to very specific participation levels for your targeted Cisco technology including: Security, Networking, Data Center, Collaboration, Meraki, MSP, SLED and SMB.

OUR OFFERINGS

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Strategic Value-add

- QuickStart – Customer Onboarding
- Cisco 101 Technology Trainings
- Cisco Tools Training
- Smartnet and Annuities 101 Training
- Dashboard and Solution Demos
- Video Library
- EDGE Newsletter

Tools Available

- EDGE Focus Tool
- EcExpress
- Stellr Streamline
- RenewSOLV
- GovSOLV

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Strategic Value-add

- Cisco Certification Training
- Cisco Specialization Training
- EDGE Webinars
- Access to Technical and Sales subject matter Experts
- Smartnet and Annuities 201 Training
- Enhanced Video Library

Unlock features of EDGE

Focus Tool Such As:

- Content Library
- My Company Dashboard
- My Plan
- VIP Estimator
- My Renewals

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Strategic Value-add

- Practice Accelerators
- Access to Managed Marketing
- Cisco Services Best Practices Review
- Professional Services/ Mentored Installations
- Lifecycle Advantage with TD SYNnex Renewal Automation

Operational Support

- Dedicated Cisco Services Resources
- EA and Everything as a Service Support
- GAP Analysis and Certification Mapping
- Lifecycle as a Service