



Tech Data Government Solutions

IT solutions for the United States public sector

Gain a competitive edge in a lucrative market. This guide is intended to help you understand the tools and processes used by public sector organizations and agencies to procure IT technology and solutions.

For businesses looking to seize opportunities in new markets, the United States public sector can be a profitable option as IT spending continues to increase to counter security threats and keep IT environments relevant with new technology advances.

However, the public sector can be a challenging industry to move into as regulations and preferred procurement methods act as time-consuming roadblocks. Partners need to distinguish themselves to their end customers as industry specialists and trusted advisors who not only understand the intricacies of the market but can also deliver the specific solutions their government customers require.

Federal, state, local and education (SLED) market drivers

Government IT spending is consistently increasing with each year. While the high spending can make this market incredibly appealing, it's important to consider what is driving the market in order to identify and bid on business opportunities. Top market drivers for the US public sector include:

- **Increased security risks and concerns:** The public sector is constantly seeking cyber-related solutions that can combat sophisticated security attacks and threats in order to protect its sensitive data – from the medical records of veterans to social security numbers of students to classified documents and more.
- **Tech-savvy citizens:** As the public becomes more tech-savvy and the number of devices per person continues to grow, federal, state, local and education IT organizations need faster, easier and more mobile access to services.
- **New and emerging technologies:** Companies are frequently looking to do more with less and the public sector is no exception. As budgets tighten, government

IT will need to consider newer technologies – such as mobility and cloud computing – to better control costs.

- **Shifting priorities:** Government IT organizations are constantly juggling changing budgets, shifting political winds and real-world priorities. They look for IT solutions that have the necessary flexibility to adapt as needed to these changes.

US public sector pain points and challenges

We've identified the major market drivers, but there are still challenges that companies in the public sector are facing. It's important for partners to be aware of these pain points in order to deliver the solutions that customers seek. These challenges include:

- **Fragmented IT infrastructures threaten data security and governance:** Aging, siloed and duplicated government IT resources make it nearly impossible to efficiently manage, secure, access and govern information.
- **Performance issues hinder availability:** Many government environments are extremely complex with multiple IT solutions and brands blended unharmoniously together. This can impact performance, resulting in increased application availability and data accessibility issues.
- **Growing data is too much for legacy systems to process:** New and growing data sources and formats cannot be quickly and sufficiently analyzed without impacting software performance.
- **Insufficient disaster recovery leaves organizations vulnerable to loss:** Multiple locations, disparate solutions and massive data growth all make it difficult to integrate systems and data for fast backup, archiving and recovery.
- **Internal resourcing demands cause innovation to suffer:** Managing and maintaining a large and complex infrastructure keeps government IT teams from innovation that can better serve government priorities.

Available resources and offerings can help partners excel in public sector markets – locally and nationally

Tech Data's government solutions specialists can help you navigate the market and achieve profitability faster with less investment, risk and costs. From consultative services to pre-approved schedules, these public sector specialists can provide guidance and recommendations to deliver support through a network of agencies, contract vehicles – including the General Services Administration (GSA) Schedule – and other partnerships to help you close deals faster and easier.



Government-ready solutions that solve unique needs

Because many public sector IT environments have such siloed systems, end customers need solutions that can be customized to their unique IT environment. Our vast network of partnerships is built to provide collaborative solutions that combine technologies across brands, Tech Data's unique IP and team of skilled IT engineers to solve the industry-specific needs of government end-users.



Alleviate security concerns with IT solutions

Deliver peace of mind with comprehensive cyber protection to help government customers secure their network and perimeter. Tech Data's Cyber Protect combines top-of-the-line software with flexible cloud technology in an appealing OPEX delivery model.



Become a single-source provider for all public sector needs

Partners can leverage Tech Data's capabilities and offerings as their own, expanding the range of technology solutions without a significant investment. Want to build an expertise organically? No problem, we can help get you to market faster by sharing best practices for speedy technology adoption.



Enable sales teams with tools and training

Access a combination of training and enablement strategies – including compliance assistance and advice, relationship building consulting as well as on-demand and in-person training opportunities – all to help you uncover opportunities and sell more.



Take on larger, more complex deals with greater financial flexibility

Tech Data offers affordable and secure options for partners to provide IT Infrastructure as a Service (IaaS) offerings to agency end-users while realizing cost-savings.



Drive sales and build awareness with marketing support

Tech Data's Demand Creation team can help you develop tailored marketing campaigns that align to your business goals. We leverage a variety of proven marketing approaches that feed your sales pipeline and deliver a strong return on investment.



Take the first step towards driving new revenue opportunities in the public sector. Contact your Tech Data account manager or visit gov.as.techdata.com