

SYNNEX BIG DATA ANALYTICS PROGRAM (BDA)

The CONVERGESo/v BDA program is designed to provide the critical products, resources, and expertise to establish and/or optimize your current Big Data and analytics initiatives. SYNNEX' reseller partners will have the necessary ecosystem to effectively identify, compete for, and win Big data opportunities within their customer accounts. With a market expected to exceed \$32.4 billion by 2017, SYNNEX has established the "selling ecosystem" for everything Big Data.

KEY BENEFITS (WHY BIG DATA)

- The Big Data market is growing six times stronger than the overall information and communication technology market (IDC)
- Big Data technologies and services are expected to grow at a rate of 27% year over year, reaching \$32.4 billion in 2017
- Cannibalization of legacy IT systems will continue unabated in 2015 and beyond where \$9 out of every \$10 dollars of incremental IT spending will be directed at cloud, mobile, social, and Big Data (GE Capital Top Industry Trends of 2014)
- Enterprise Data Management continues to grow; by early 2015, 31% of enterprises expect to be managing more than 1 petabyte of storage (IDG Enterprise Big Data Study 2014)
- The Big Data server market is expected to have a 60.1% CAGR out to 2020 (Allied Market Research)

BOTTOM LINE: SYNNEX BIG DATA ANALYTICS SOLUTIONS

SYNNEX wants to put our reseller partners in the revenue stream for everything Big Data. We have what it takes to get you there and keep you there.

WHY SYNNEX BIG DATA?

SYNNEX is the convergence point for everything Big Data; we bring action to the channel!

SYNNEX offers the following:

- Sales, presales, and professional-services resources
- Product access for:
 - Open source OS
 - Big Data software for Hadoop and Casandra
 - Hardware from vendors including HP, Dell, Lenovo
 - Professional services for build, secure, integrate, and operate
 - Lab resources and facilities for POC and customer engagements
- Big Data Boot Camp for reseller partners
- Big Data sales training for resellers' customer-facing sales teams
- Big Data customer events for end-user education and business development
- Sales collateral for the one minute Big Data conversation
- Comprehensive Big Data POC solutions to enable your customer to begin their journey with Big Data
- Creative procurement solutions to position Big Data as a reseller-branded Big Data as a Service, allowing resellers to offer Big Data as a consumable (OPEX model)
- Vender agnostic with the ability to offer the best Big Data products from all vendors

**TO LEARN HOW YOU CAN PARTNER WITH SYNNEX TO OFFER BIG DATA SOLUTIONS,
CONTACT YOUR SYNNEX BIG DATA SPECIALIST:**

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