

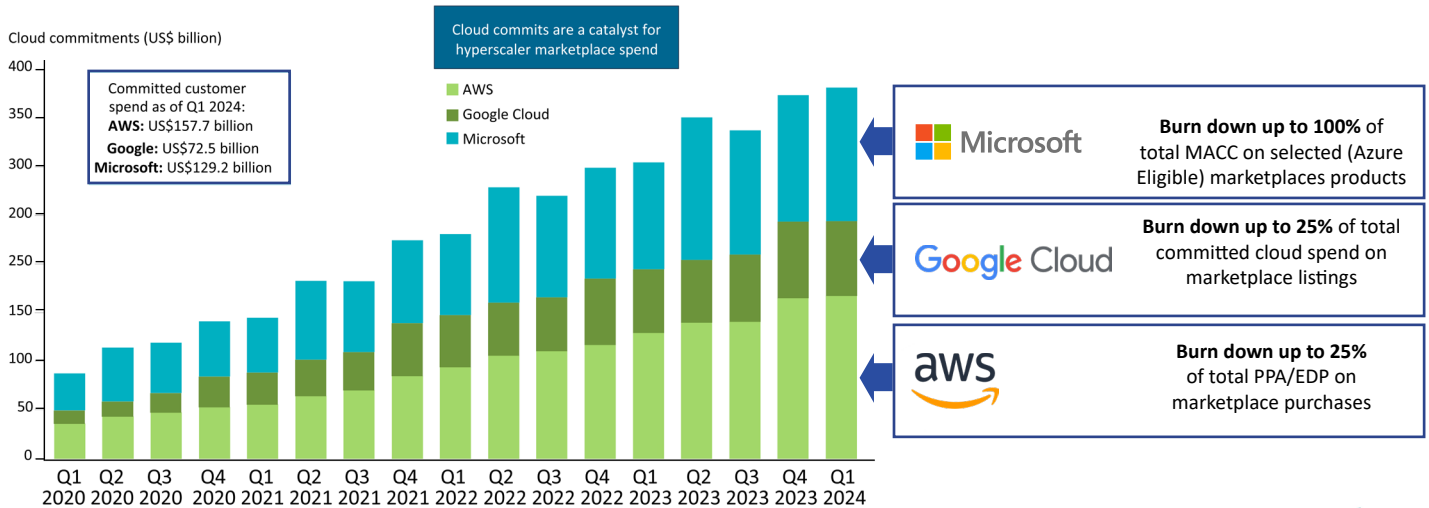
# Advanced Solutions Capitalize on Cloud Commitments with TD SYNEX

Capitalize on the \$360 billion 'cloud commit' economy with TD SYNEX. Your customers are securing multi-year cloud contracts with hyperscalers in exchange for exclusive benefits. Tap into this opportunity by using private offers that go towards your customer's committed cloud spend. Leverage TD SYNEX to unlock new revenue streams and help your customers save. We partner with you on private offers so you can empower your customers you to deliver a wider range of SaaS solutions and boost your bottom line.

## Understanding Cloud Commitments

Each hyperscaler marketplace private offer model provides a varied percentage of how much can go towards customers' cloud commits (see image below). Each type of private offer provides cost optimization to your customer, increasing your chance of closing the deal.

### Hyperscaler cloud commits now near US\$360 billion



Source: Canalis research; AWS committed customer contracts of more than one year; Microsoft commercial performance obligations of more than one year (estimated proportion from Azure); Google Cloud total revenue backlog



## Benefits to You

Beyond increasing your customer's prosperity to buy, hyperscaler private offers have direct benefits to the partner as well including;

- Expand your portfolio of software solutions
- Procure deals quickly
- Access to expanding TD SYNEX ISV ecosystem of solutions and offerings to take to your customer

## Questions to Ask

1. Does your customer have an existing cloud commit with a hyperscaler?
2. Are you authorized with the existing hyperscaler and/or associated vendor/ISV?
3. Do you know how much can be draw down on the cloud commit for your customer?

## Next Steps & Resources

Ready to get started? Visit our [Private Offer Deal Desk](#) for expert guidance on navigating the marketplaces. TD SYNEX is here to support you as you take advantage of this new route to market. For inquiries contact [marketplacesales@tdsynnex.com](mailto:marketplacesales@tdsynnex.com)