# Maximize Your Growth With Microsoft Azure

As customers strive to improve their infrastructure with the best ROI and get to market faster, they see the value of Microsoft Azure. They are quickly moving to the cloud (26% CAGR for cloud Infrastructure-as-a-Service [laaS] from 2021-26 according to IDC) to get the security, flexibility and advanced AI capabilities their businesses need to compete in today's economy.

Most small to mid-size businesses (SMBs) and small to mid-size companies (SMCs) have already leveraged Microsoft Modern Work, and that represents an enormous opportunity for you to tackle. What's more, Microsoft Azure is cloud first, not cloud only, having a wide portfolio of solutions that enable hybrid cloud architectures.

### Why Azure and TD SYNNEX?

#### **Start Your Business Fast**

Tailored partner enablement journey to maximize support, value and customer satisfaction at every step of the way — enjoy exclusive access to our support experts prior to, during and after every sale.

#### **Accelerate Your Growth**

Leverage our unique incentives designed to drive specialization and guarantee successful migrations. Plus, achieve your first Designation participating in the TD SYNNEX AI Partner Program.

#### **Streamline Your laaS**

Guarantee baseline security standards leveraging StreamOne® laaS capabilities and our Security Operations (SecOps) functionalities that will help you stay focused on growing your business.

### Your Azure Opportunity

### Tools and trainings for enabling your success

#### **Business fundamentals**

Digital and hands-on trainings designed to equip your organization with expertise. Unlock tailored curricula aligned to the Microsoft Al Cloud Partner Program (MAICPP).

#### **Defining your path toward your first Designation**

Acquiring an Azure Infrastructure Designation requires focus and investment. TD SYNNEX provides an exclusive partner program to accelerate your performance on Microsoft foundational technologies: Modern Work and Azure Infrastructure. We offer tailored support, exclusive incentives and promotions to foster skill enhancement and mastery through targeted sales and technical training.

#### **Technical fundamentals**

Take the next step with our suite of technical training tools and partner communities, guided by Microsoft Certified Trainees and Cloud Architects.

- Technical training: monthly workshops led by design sales engineers covering Microsoft technical topics, demonstrations and best practices for Azure Assessments and Migrations, Cloud Adoption Framework, Landing Zones and much more.
- Certification training: validate your expertise and meet your Microsoft skilling requirements.
- Weekly tech series: local community updates covering a variety of topics for Microsoft Azure and Modern Workplace offerings designed to help you meet your business goals.

## Speed Up Your Growth With Unique Incentives and Accelerators

TD SYNNEX will reinforce your growth engine and sustain your Azure practice by helping move your end customers to the cloud quickly and efficiently. Eligible TD SYNNEX partners will be able to nominate their end customer for a TD SYNNEX-funded engagement.



Accelerate deployments and migrations with a standardized approach.



Connect with Cloud Architects for guidance in optimal Azure migration path to minimize risk and maximize savings.



Access to additional funding through TD SYNNEX Azure2Migrate or Jumpstart programs.

# StreamOne®, Intelligent laaS Management to Minimize Cloud Sprawl

By leveraging StreamOne®, partners gain access to a suite of tools that streamline and simplify Azure laaS management at scale. The platform not only reduces the complexities associated with laaS management, but also enhances operational efficiencies thanks to its detailed consumption reporting, billing validation and cost analysis capabilities. You will be able to track your actual usage data and Al, analyze trends and make laaS cloud costs predictable for your customers. StreamOne® also helps minimize Azure fraud risk, establishing a baseline security posture and reducing customer exposure thanks to its SecOps dashboard.

# Get to Market Faster With Our Solution Accelerators, Cloud Labs, Azure Services and Much More!

TD SYNNEX's Solution Accelerators and Cloud Labs offer pre-built use cases for a hands-on approach that partners can use to explore, master and showcase Azure solutions. Containing pre-built scenarios for a real-life simulation, partners are free to book their technical consultations and win more business!

We provide comprehensive Cloud Services Provider (CSP) Azure Support, Demand Generation Services and White-Labeled Azure Services that range from assessment to migration and management, as well as a variety of other offerings. Our goal is to maximize partner opportunity, drive growth and deliver exceptional services tailored to meet your needs. With our expertise, we ensure your business thrives in a dynamic and competitive environment.





# Powering SMB Growth

### **Contact Us**

To learn more about how TD SYNNEX and Microsoft Azure can help you take your business to the next level, visit our site or contact your TD SYNNEX Microsoft team.