



What is GCC and where does it fit into the whole Tech Data business?
GCC is a provider of specialised solutions within Tech Data, serving the client, enterprise and data centre markets. We take leading disruptive technology vendors and bring them to market to provide bespoke solutions to meet specific requirements. That could be a simple after-market memory upgrade to a complete integrated solution around whitebox systems.

Is the shift in technology trends affecting your business?
Absolutely. Traditional VARs are moving more into managed services and as a result need more scalability. The data centre and infrastructure is becoming more software-defined, so the choice of hardware matters less than it did. We are also providing components that go into other kinds of solutions now – we may have customers who are taking memory or disk that is being used in automotive or into an embedded system for IoT, for example.



Can we build it? Yes we can!

*Global Computing Components (GCC) is one of Tech Data's best kept secrets, with a wide and varied capability to help resellers and systems builders meet the specific needs of their customers in all segments of the market. We spoke exclusively to **Jas Garcha**, Director of Business Development Europe and Global for GCC, about where it fits in and how it can help partners deliver a special kind of value to customers.*



How simple or sophisticated can the systems be that you build for partners?
We can cover the entire spectrum of requirements. It can be a simple server for, say, digital signage, all the way up to a complete rack-and-stack system with all the compute, storage, networking and cabling included. We offer a very specialised service and can take all the components from all the vendors we partner with – manufacturers like AMD, Broadcom, Gigabyte, HGST, Intel, Mellanox, QCT, Supermicro and others – and provide a completely integrated and entirely customised solution. We have the ability to customise server front bezels and packaging with the customer's logo and colour scheme and also provide three to five year global on-site warranty coverage. All of that enables the reseller to provide value to the end-user customer and increase their position as a trusted advisor to them.

Why do these organisations need a bespoke solution of this kind?
In today's business environment, end-users are looking for CAPEX and OPEX savings. Most will have specific technical and functional requirements to build-in more flexibility to their data centre. Many are very knowledgeable about their needs and are looking for custom solutions that meet their exact requirements.

“ *We build systems for some very high profile accounts, household names and FTSE100 companies who have bought whitebox solutions from resellers that GCC has specified for them.*

Do you tend to work with larger VARs or do you also work with smaller resellers and systems builders?
It really varies. We work with many large and small resellers but we also partner with xSP's, system integrators and OEM's. Our team can adapt to the needs of each of our partners to deliver value and support as required by each opportunity.

What about simple components supply? Isn't that an important part of GCC as well?
Yes, we are experts in component distribution and fulfilment. We have a long history in managing component supply chain and leverage our strong vendor relationships and forecasting capabilities to secure competitive pricing, availability, and special programmes for our customers.

How do you tend to work with resellers in different scenarios?
We can be totally flexible. We can work with the reseller and be entirely behind the scenes, or we can be open about who we are and what we do. In many cases, our solutions design and configuration experts will

work as an extension of the customer's own team. We have many use-cases that cover all kinds of scenarios. We might be providing systems for an MSP who is then providing them as dedicated servers for their customers or, via the reseller, for a broadcast company that wants very scalable compute and storage platforms.

Does what you offer in terms of custom solutions go beyond the server?
Yes, in addition to systems partners, we work with vendors like Mellanox in networking and a number of storage vendors, such as Seagate, Toshiba, Western Digital and many others. Our custom solutions are focused on enterprise and data centre environments.

What sort of scale of capability is available to me as a UK-based reseller?
GCC has global reach and scale that can be leveraged in any region or country world-wide. In the UK we have a team of more than ten solutions design and business development specialists who can start working on projects the moment we take a call from a reseller. Every project is different of course and

we may need to meet with the reseller and the customer to explore the opportunity in more detail. There may be very specific and nonspecific hardware requirements that could require additional validation for use with VMware, Red Hat or Microsoft.

How does having that global coverage help exactly?
It's very significant as it means we can supply the same solutions to the same specification in different locations, providing on-site or break-fix service for all of those systems. Our global capabilities also allow us to help our vendors extend their reach into new countries.

Who does a reseller go to if they want to find out more about GCC and what it can offer?
We have local BDMs in the UK and are also working more with other parts of Tech Data – the sales team in Basingstoke, and the Advanced Solutions and MSP teams, so that everyone knows who to reach out to when they have a bespoke requirement or one where more flexibility is required. I think that some parts of the business and some resellers have been pleasantly surprised at the capability we have and what we can do for their customers.



For more information on Global Computing Components (GCC) and its capabilities, see www.techdata.co.uk/GCC
You can contact the UK team by emailing GCC-UK@techdata.com