



Live

TechData





Matt Child

MD, Endpoint Solutions

Why Tech Data Tech-as-a-Service?



Vision

Change the way business customers choose to buy IT



Goals

Transform the way technology is procured from a capital purchase to a subscription

Enable resellers and vendors to sell more

Create customers for life



Opportunity

Improve margin & cash flow

Change the competitive nature of any deal

Create business potential

Build an annuity pipeline



Market opportunity

Less than **10%** of technology procurement is done on subscription

Subscriptions are in our every day lives

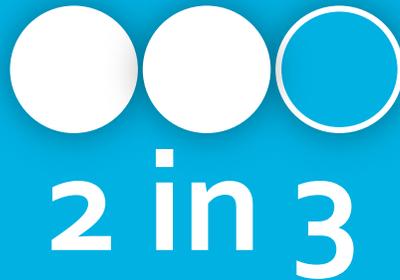
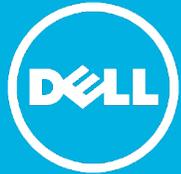
10,000+ resellers = unprecedented reach

What the market is saying



“of companies will move to PCaaS within 3 years.”

(IDC 2017)



“employees said technology influences their decision to take or decline a new position, and **26%** said poor technology in the workplace would likely make them quit their job.”

(Dell, Intel Global Future Workplace Study, 2016)



“The move to subscriptions is inevitable. Companies that sell subscriptions are more valuable based on market capitalization.”

(Steve Brazier, CEO – Canalys, 2017)

Tech-as-a-Service is value add for everyone



Vendor

Proximity

Greater customer insight

Affordable

Lowers entry price

Refresh

More frequently & sell more

Retention

Repeat business



Reseller

Margin

Make more, sell more

Attach

Sell more content & services

Retain

Create customers for life

Simple, fast, risk free



End-User

Today

Afford the best technology, NOW

Unbeatable Value

Most competitive rates

Budget beater

Frees up CAPEX

Multi vendor

Vast array of products and services

Why is this important to Tech Data?



Strategic Priority



Partnerships



Reseller return
on investment



Country roll out

Why is this important to Tech Data?



Strategic Priority

**Investing early to be ahead
of the competition**



Partnerships

**This is how businesses will
procure IT in the future**



**Reseller return
on investment**

**Capture mind share
of vendors and resellers**



Country roll out

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Strategic Priority



Partnerships

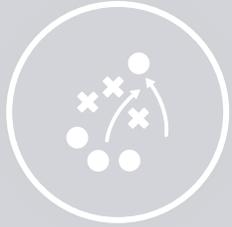


Reseller return
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Country roll out

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Partnerships



Reseller return
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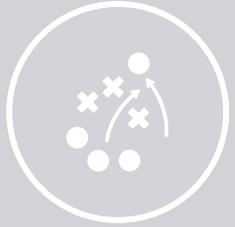
Country roll out

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Strategic Priority



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**Reseller return
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Country roll out

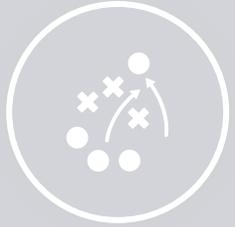
Financials

Improved margin & cash flow

Value Add Reseller

Differentiation from competitors
Builds longer customer loyalty

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Strategic Priority



Partnerships



**Reseller return
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Country roll out

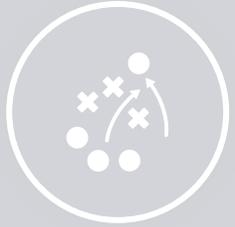
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Reseller return
on investment



Country roll out

Pilot
UK

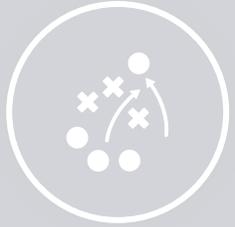
Q1
France, Germany,
Austria, Sweden,
Finland, Spain,
Portugal

Q2
Belgium,
Netherlands,
Denmark, Norway

Q3
Italy,
Switzerland

Q4
Ireland

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Strategic Priority



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Reseller return
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Country roll out

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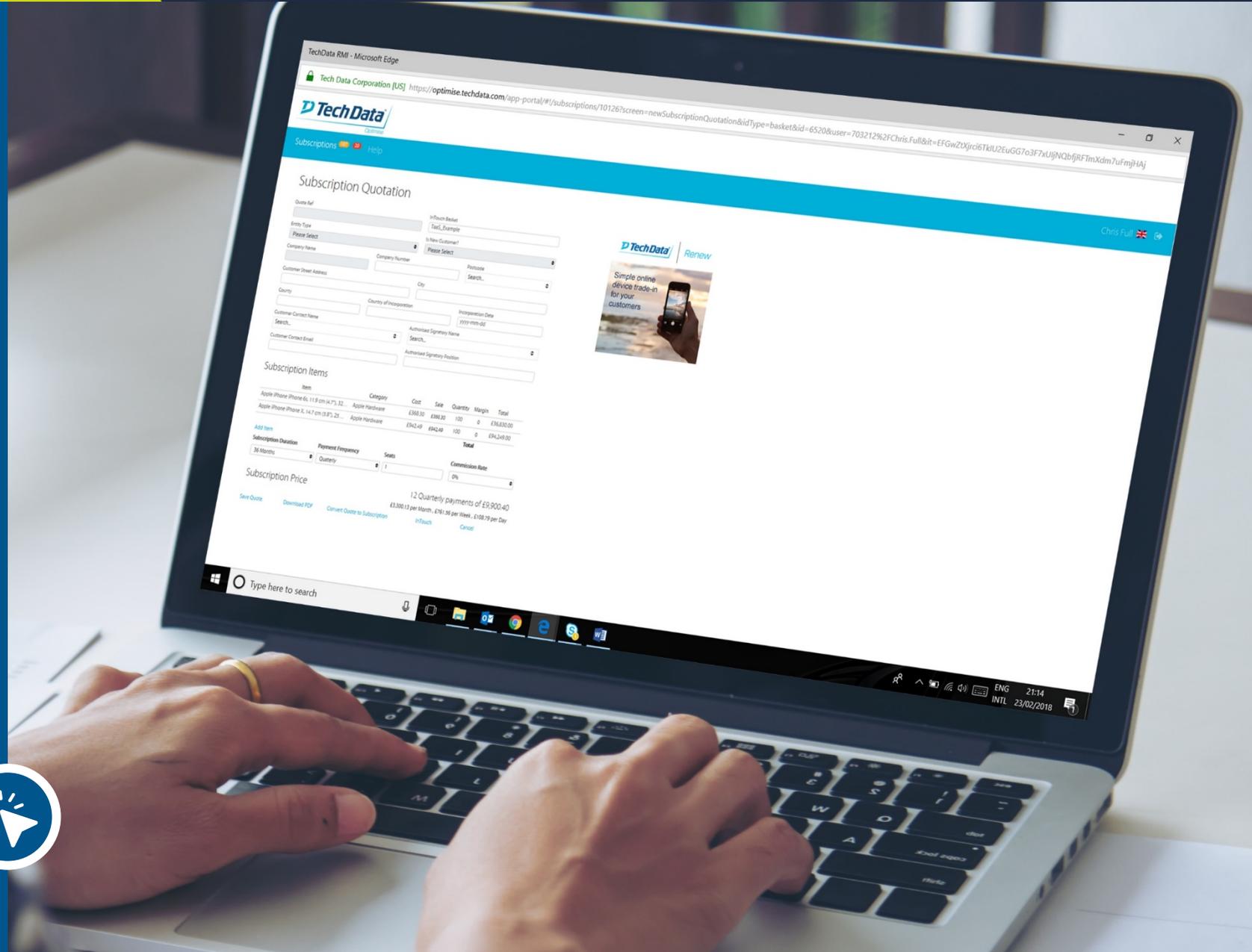
Q1
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Switzerland

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FULL Technology Integration with Intouch and finance partners

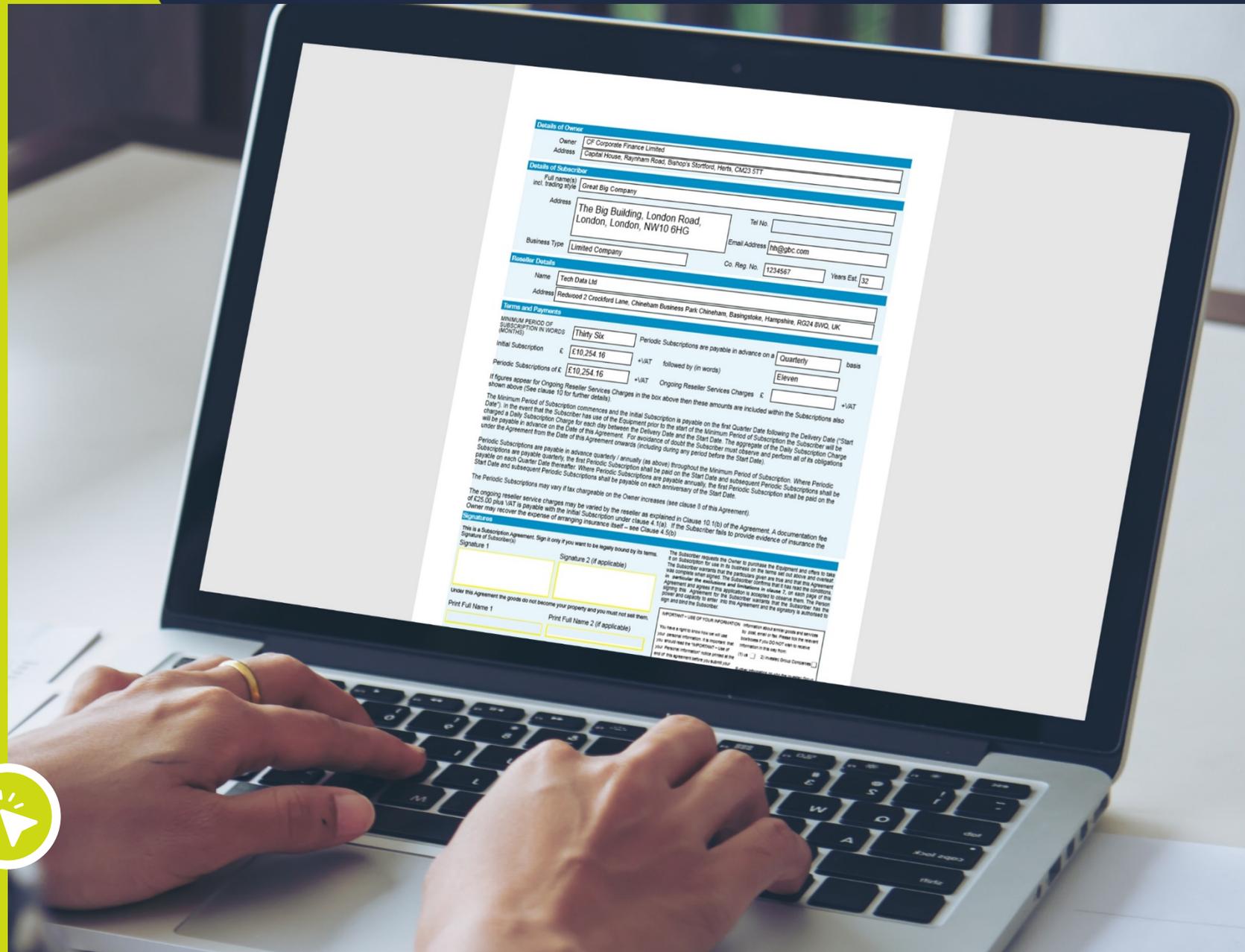


Real time quote & instant credit check

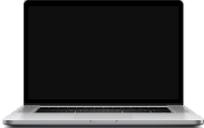


Automated
contract =
quote to
complete
in 2 days

Reseller paid
on day of
delivery



Then and now

Then - CAPEX	Now – Subscription	Cost per month	Total savings
 15 tablets = £12,352.50	£9,956.48 over 24 months	£414.85	19%
 15 laptops = £16,772.25	£13,518.96 over 24 months	£563.29	19%
 15 smart phones = £11,490.75	£8,539.04 over 12 months	£711.58	26%

Success to date



UK pilot started June 2017 with **25** resellers and **1** vendor



150 UK resellers and **15** core vendors onboarded since November 2017



2500 deals quoted worth **£80M** since November 2017



Won **two** industry awards for most innovative program



Resellers are moving from 2% margin per CAPEX deal to upwards of **10%** on subscription



8.2% conversion rate with a quote to contract in just **2 days**



Support from the Tech-as-a-Service Business Dev.team



David Nelson



Paul Fletcher



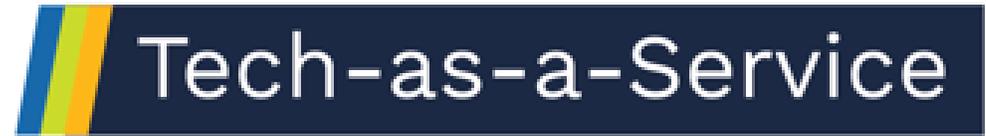
Rob Beange



Sophia Atkinson

Reseller Marketing Toolkit, logo and vendor specific materials

Start building your own campaign



Use all these assets to put together to create your own powerful TaaS campaign

Your Marketing Toolkit has everything you need to get the ball rolling with your own campaign. Use the following assets to generate interest within your customer base, drive demand and increase your sales.

POWERED BY



Datasheets
A variety of datasheets to provide excellent overviews for you, your customers and colleagues.



Customer emails
Use these to correspond with the clients who you know will benefit from Tech-as-a-Service. There is an editable section where you can add in your own information.



Social posts
A selection of Twitter and LinkedIn posts that you can copy and paste into your targeted social media campaign for Tech-as-a-Service.



Copy Blocks
Use these paragraphs and images to create your own Tech-as-a-Service offerings.



Banners
Use these banners on your own website and landing pages to promote Tech-as-a-Service to your customers.



Customer presentation
Use this presentation to help capture your customer's attention, engage more deeply and close sales faster.



Dear Partner,
Eradicate any financial barriers your customers may be facing with Tech Data's Tech-as-a-Service offering.
Maximise operational efficiency, reduce upfront IT investment and gain faster access to the latest technology by purchasing Dell products through this subscription based model.
Tech-as-a-Service makes it simple, quick and easy for your customers to acquire hardware, software and services through a subscription service rather than a traditional capital purchase.
Analyst firm IDC suggest moving to an 'as a service' model such as Tech Data's TaaS shortens refresh rates on client's products by an astounding six months. Further benefits include moving from capital expenditures (CapEx) to operational expenditure (OpEx) and reducing IT workload by offloading tasks related to procurement and management.
To find out more about Tech-as-a-Service download our 'How-to use TaaS guide'

Download our How to guide

Best regards,
The Tech Data Team



Create customers for life with the very best products from HP*

£2.99 Per Day

Offer your customers the very best products from HP as part of the Tech Data Tech-as-a-Service subscription programme. They can enjoy the latest technology, maintain budgets and take advantage of great savings on subscriptions.
As a reseller, you can improve your margins and create a predictable, recurring revenue stream, and can include your own training services and maintenance in the subscription offering. This enables you to create customers for life as long-term, maintainable relationships.

Join the programme and get your quote now!

If you want to know more about HP as part of Tech-as-a-Service, please call our specialists on 01223 504 200, email taas@techdata.com or visit www.techdata.com/tech-as-a-service



Call to action

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3. Contact TaaSUK@techdata.com or your account manager
4. Visit <http://trustedadvisor.techdata.co.uk/> to find out more

A graphic of a wireless signal icon consisting of three concentric circles (two blue, one white) with a central dot, positioned above the word "Live".

Live

TechData

Q&A

Mercedes-Benz