



Live

 **TechData**





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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

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**Reseller return
on investment**



Country roll out

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

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

**Capture mind share
of vendors and resellers**

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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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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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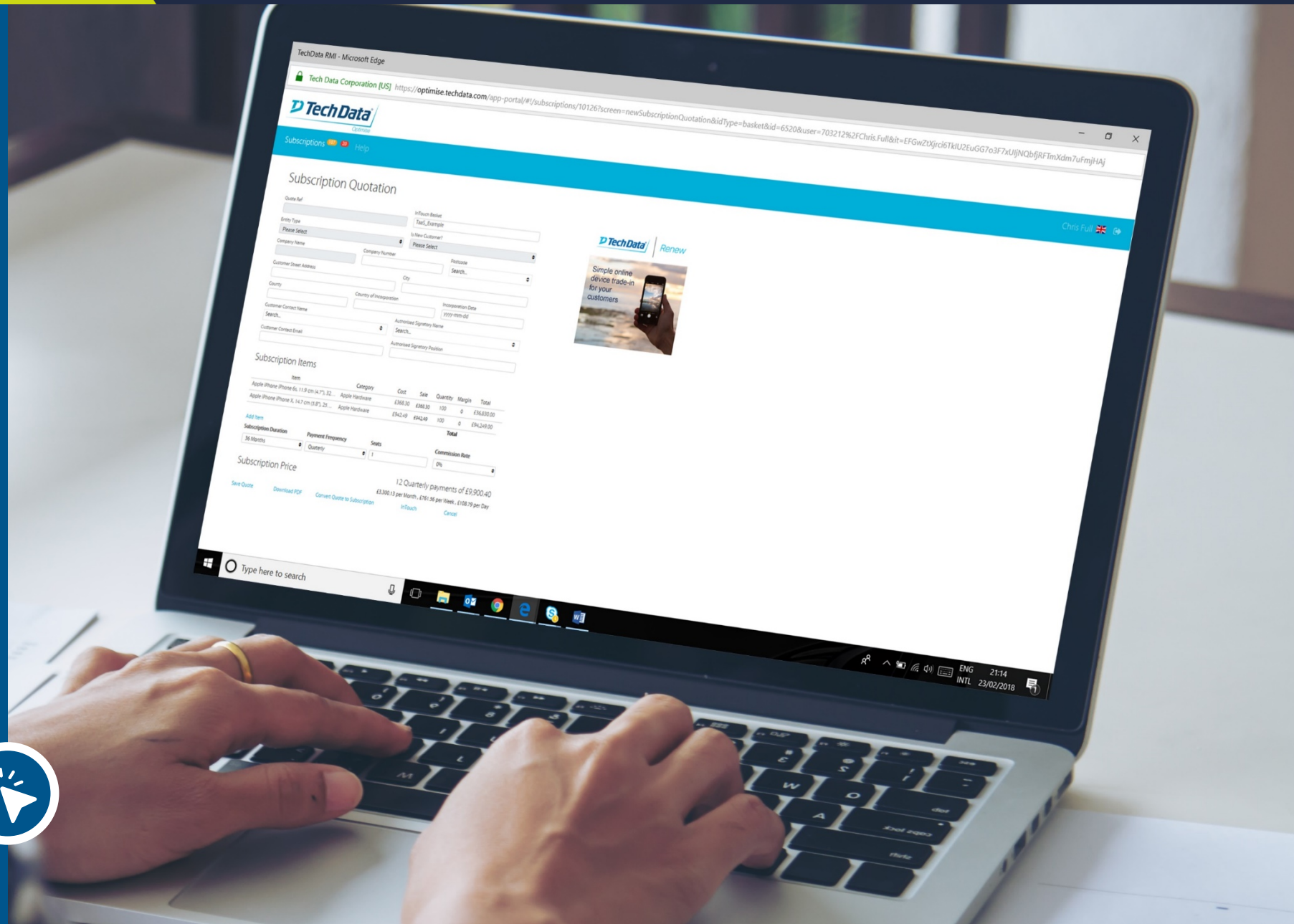
Q1
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Belgium,
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Denmark, Norway

Q3
Italy,
Switzerland

Q4
Ireland

FULL Technology Integration with Intouch and finance partners

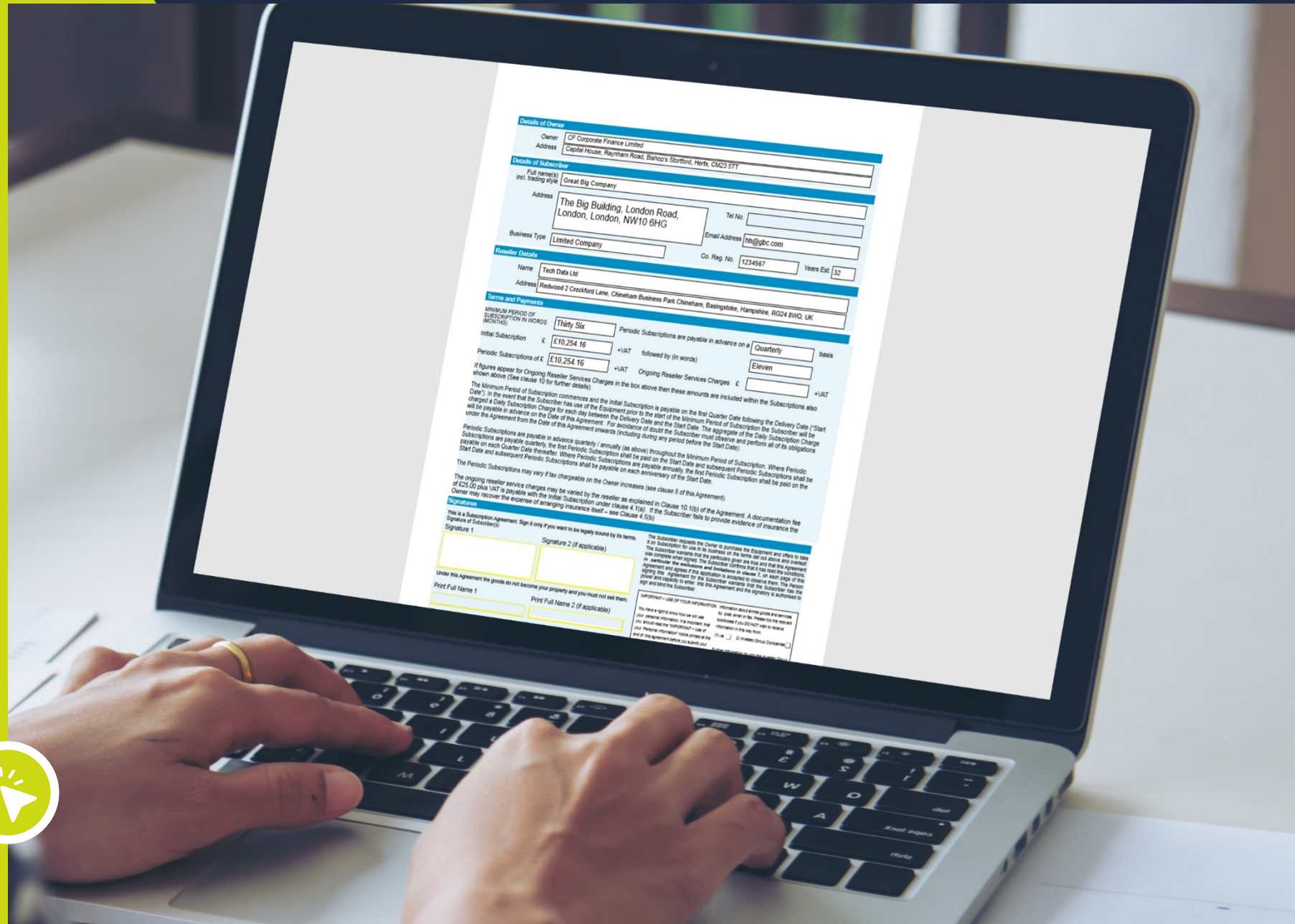


Real time quote & instant credit check






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.



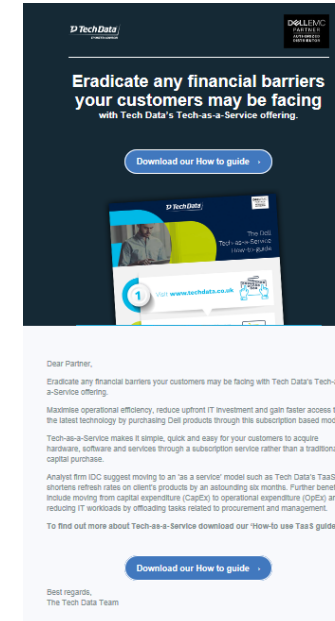
Copy Blocks
Use these paragraphs and images to create your own Tech-as-a-Service offerings.



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.



Call to action

1. Visit the Tech-as-a-Service stand after this presentation
2. Book a 1-2-1 session with one of our Tech-as-a-Service Business Development Managers
3. Contact TaaSUK@techdata.com or your account manager
4. Visit <http://trustedadvisor.techdata.co.uk/> to find out more



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Q&A

