Live
Tech Data
Mercedes-Benz

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

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What the market is saying

IDC ANALYZE THE FUTURE

"of companies will move to PCaaS within 3 years."

(IDC 2017)

DELL

"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)

canalys

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

(Steve Brazier, CEO – Canalys, 2017)

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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

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Why is this important to Tech Data?

Strategic Priority

Partnerships

Reseller return on investment

Country roll out

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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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ATTCo GLOBAL SERVICES

Investec

cfcorporate

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Financials
Improved margin & cash flow

Value Add Reseller
Differentiation from competitors
Builds longer customer loyalty

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Pilot	**Q1**	**Q2**	**Q3**	**Q4**
UK	France, Germany, Austria, Sweden, Finland, Spain, Portugal	Belgium, Netherlands, Denmark, Norway	Italy, Switzerland	Ireland

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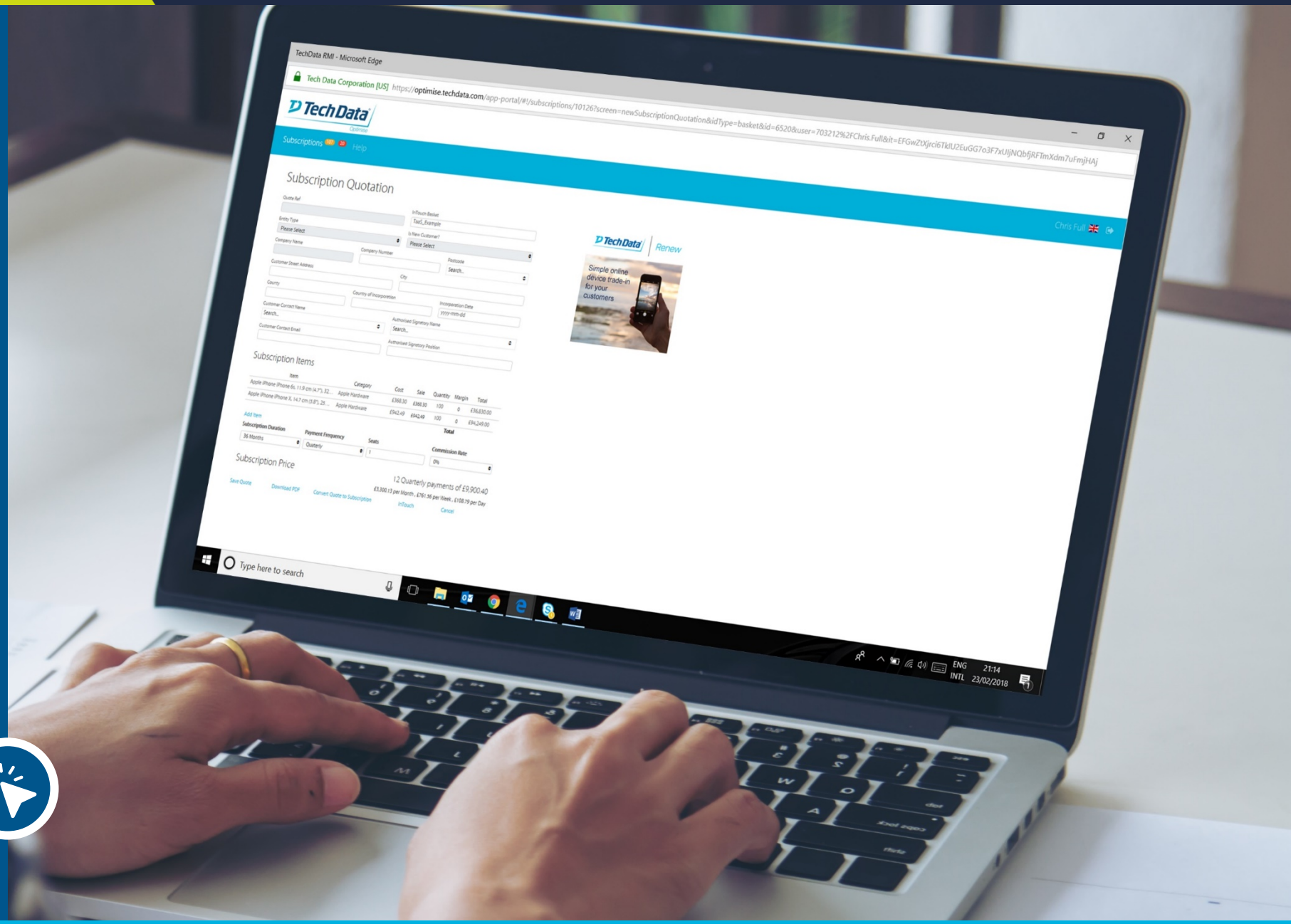
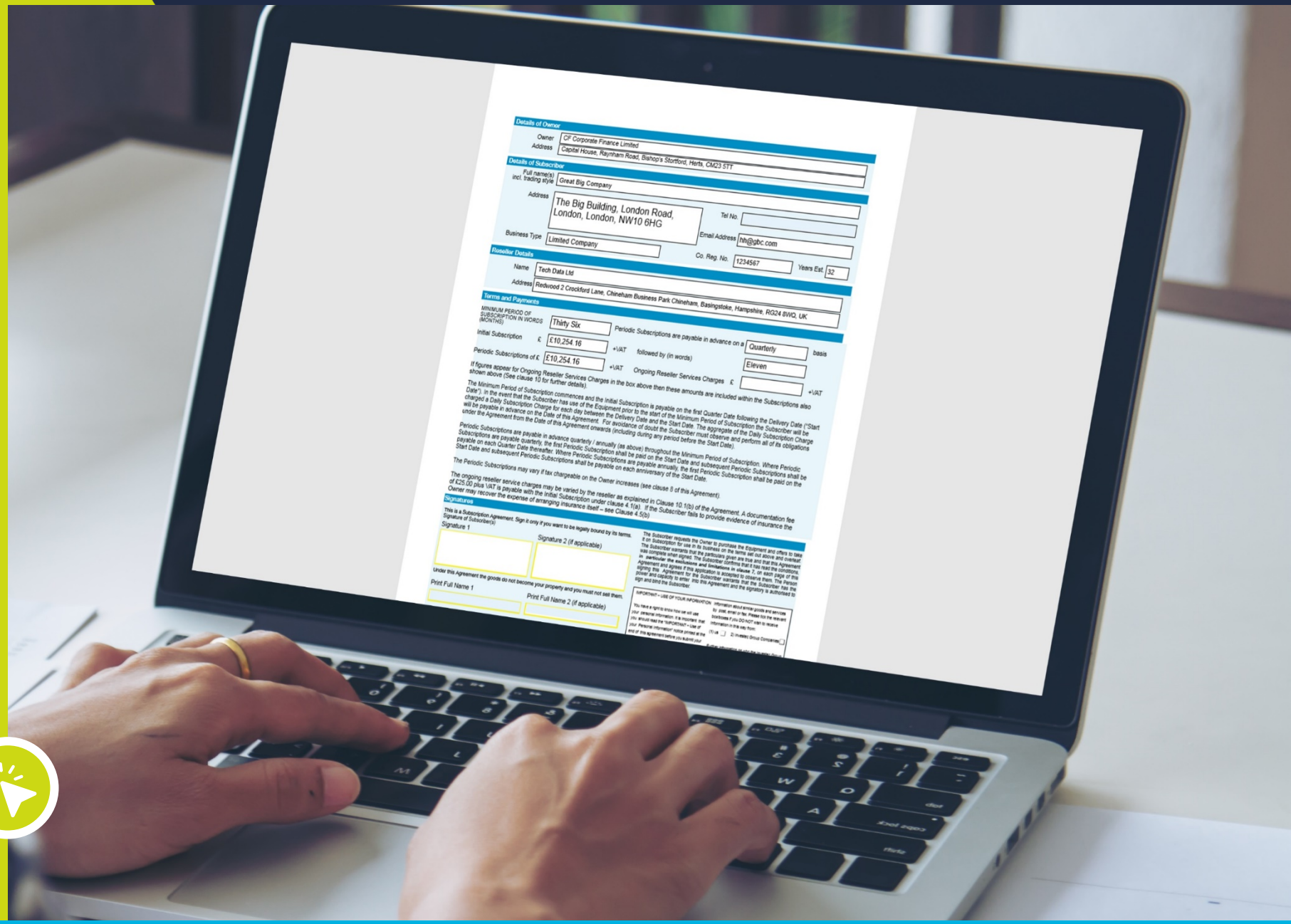
FULL Technology Integration with Intouch and finance partners



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

CRN CHANNELWEB.CO.UK

mobilenews

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**

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

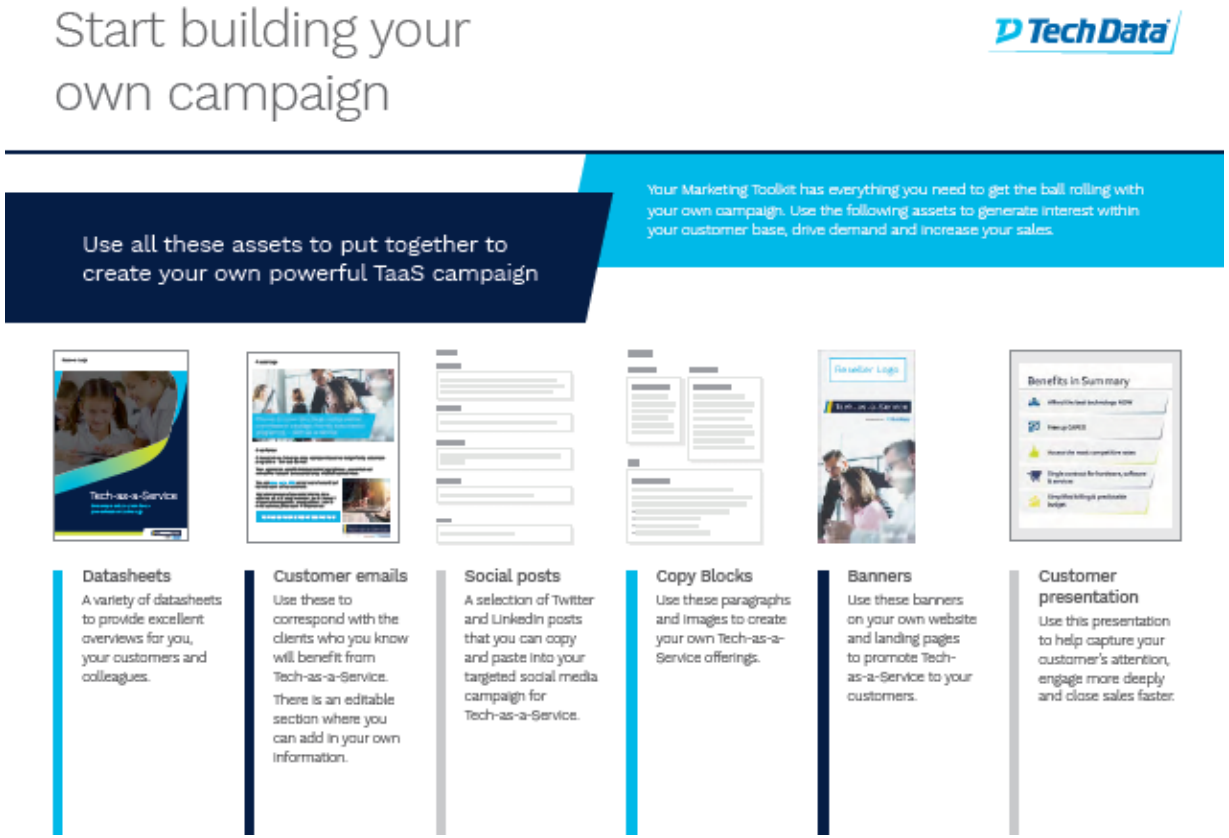
David Nelson

Paul Fletcher

Rob Beange

Sophia Atkinson

Reseller Marketing Toolkit, logo and vendor specific materials



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

Q&A