

Capture the Cloud Webinar Series

August 9, 2018

Elevate Your Microsoft CSP Practice with
Capture the Cloud 2.0



Agenda for today



Overview of CTC Program Updates

Ashley Smith – Manager, Microsoft Cloud, SYNnex
T Flythe – *Marketing Program Manager, SYNnex*

15 min.



SYNNEX Cloud Support & Margins

Brent Ayers – *Microsoft Cloud Account Manager, SYNnex*

15 min.



ContentMX Ready-to-Go Marketing

Jeff Mesnik – *President, ContentMX*

20 min.



Capture the Cloud Program

Capture the Cloud is a SYNNEX exclusive program, designed to educate and support partners as they deepen their understanding of Microsoft cloud services and accelerate their cloud practices.

aka.ms/SYNNEXCTC



Live and on-demand
product webinars >



Business transformation
workshops >



Marketing development
packages >

Program *Qualifications, Benefits, and Rewards* for each CTC partner level; determined based on CSP sales + customer activations

<u>Ascend</u> Level (Stage-1)	<u>Accelerate</u> Level (Stage-2)	<u>Altitude</u> Level (Stage-3)
CTC Qualifications:		
Currently authorized for reselling Microsoft CSP + registered for the CTC webinar series	Currently authorized for reselling Microsoft CSP + registered for the CTC webinar series	Currently authorized for reselling Microsoft CSP + registered for the CTC webinar series
Minimum of 1-3 CSP customers activated in past 12-months	Minimum of 4-24 CSP customers activated in past 12-months	Minimum of 25+ CSP customers activated in past 12-months
Minimum Microsoft CSP revenue requirements – N/A	Minimum of \$15k per month in Microsoft CSP all-up revenue	Minimum of \$50k per month in Microsoft CSP all-up revenue
CTC Benefits:		
O365 CSP Ascend Margins: 6% off MSRP for nonprofit SKUs* + 16% off MSRP for gov., edu., & commercial SKUs*	O365 CSP Accelerate Margins: 8% off MSRP for nonprofit SKUs* + 18% off MSRP for gov., edu., & commercial SKUs*	O365 CSP Altitude Margins: 10% off MSRP for nonprofit SKUs* + 20% off MSRP for gov., edu., & commercial SKUs*
Azure CSP Ascend Margins: 12% off MSRP for all Azure CSP SKUs* + 2% off MSRP for all Azure RI SKUs*	Azure CSP Accelerate Margins: 13% off MSRP for all Azure CSP SKUs* + 2% off MSRP for all Azure RI SKUs*	Azure CSP Altitude Margins: 15% off MSRP for all Azure CSP SKUs* + 4% off MSRP for all Azure RI SKUs*
Ascend Partner Support: SYNNEX CLOUDSolv Partner Support options + access to monthly live webinars/on-demand Business Transformation resources	Accelerate Partner Support: SYNNEX CLOUDSolv Partner Support options + dedicated Cloud Development Rep in the SYNNEX office + quarterly QBR with dedicated account manager + discounted SYNNEX software services	Altitude Partner Support: SYNNEX CLOUDSolv Total Care Support + one-on-one consultation support for cloud business acceleration + semiannual in-person partner visits for strategic planning + increased end-user demand generation
Marketing Development – Ascend (stage-1): ContentMX Ready-Made Marketing campaigns + CTC-exclusive discounted pricing for packages available from Nurture Marketing**	Marketing Development – Accelerate (stage-2): Content & Data Booster package to support your overall customer engagement, valued at \$3k (+ full access to ContentMX campaigns)**	Marketing Development – Altitude (stage-3): Modern Marketing offerings for partners to choose any 1-MDF package per half, valued at \$5k (+ full access to ContentMX campaigns)**
CTC Rewards:		
Bimonthly CTC Rewards Program – 3-winners from each of the following categories, every other month (based on previous 2-months of CSP): 1. Top CSP Revenue 2. Most End-User Adds 3. Top Marketing Engagement (based on digital trainings participation + ContentMX engagement) Winners*** to select their prize of choice from the following options: Microsoft Surface Pro, Xbox One X, Big Green Egg, Bose SoundTouch Outdoor Speaker Set, Yeti Cooler, SONOS PlayBar, Delta Airlines Gift Card, or \$1k in marketing support services		
Semiannual Grand Prize Getaway – 7-winners from each of the following categories, every half (based on previous 6-months of CSP): 1. Top Growth –Azure 2. Top Growth –O365 3. Top Growth –CSP 4. Top Revenue –Azure 5. Top Revenue –O365 6. Top Revenue –CSP 7. Most Partner Referrals Winners*** can each bring +1 guest, for an exclusive 2-day weekend getaway – formal dates and locations to be announced in October 2018		

* Some exclusions apply – contact your SYNNEX account manager for details

** Limited availability; first come, first served

*** Winners can qualify for one category per period; eligible pending completion of W9 tax form



Updated CTC Levels & Qualifications

Ascend Level (Stage-1)

Accelerate Level (Stage-2)

Altitude Level (Stage-3)

CTC Qualifications:

Currently authorized for reselling Microsoft CSP
+ registered for the CTC webinar series

Currently authorized for reselling Microsoft CSP
+ registered for the CTC webinar series

Currently authorized for reselling Microsoft CSP
+ registered for the CTC webinar series

Minimum of **1-3** CSP customers activated
in past 12-months

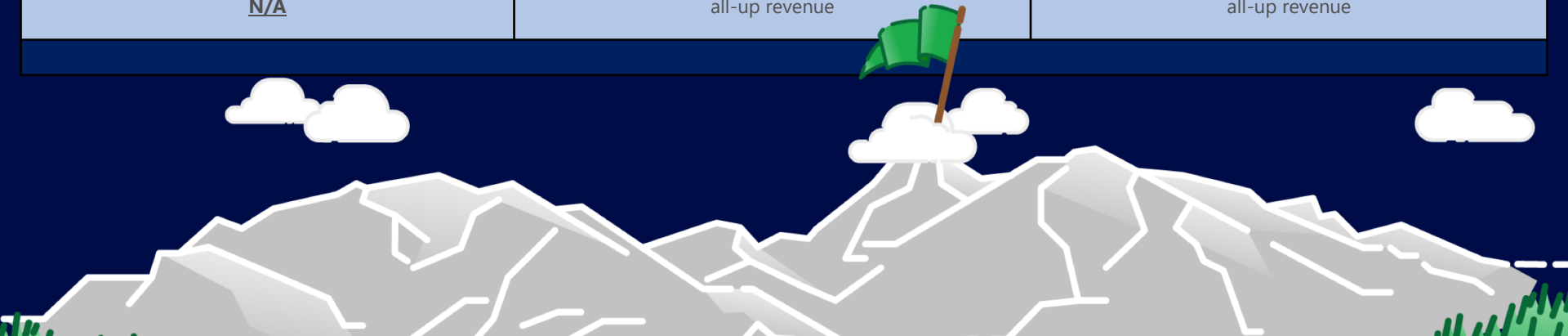
Minimum of **4-24** CSP customers activated
in past 12-months

Minimum of **25+** CSP customers activated
in past 12-months

Minimum Microsoft CSP revenue requirements –
N/A

Minimum of **\$15k** per month in Microsoft CSP
all-up revenue

Minimum of **\$50k** per month in Microsoft CSP
all-up revenue



NEW Capture the Cloud Rewards

Ascend Level
(Stage-1)

Accelerate Level
(Stage-2)

Altitude Level
(Stage-3)

CTC Rewards:

Bimonthly CTC Rewards Program – 3-winners from each of the following categories, every other month (based on previous 2-months of CSP):

1. *Top CSP Revenue* | 2. *Most End-User Adds* | 3. *Top Marketing Engagement* (based on digital trainings participation + ContentMX engagement)

Winners*** will be contacted to select their prize of choice from the following options:

Microsoft Surface Pro, Xbox One X, Big Green Egg, Bose SoundTouch Outdoor Speaker Set, Yeti Cooler, SONOS PlayBar, Delta Airlines Gift Card, or \$1k in marketing support services

Semiannual Grand Prize Getaway – 7-winners from each of the following categories, every half (based on previous 6-months of CSP):

1. *Top Growth –Azure* | 2. *Top Growth –O365* | 3. *Top Growth –CSP* | 4. *Top Revenue –Azure* | 5. *Top Revenue –O365* | 6. *Top Revenue –CSP* | 7. *Most Partner Referrals*

Winners*** can each bring +1 guest, for an exclusive 2-day weekend getaway

Formal dates and locations to be announced in October 2018

*** Winners can qualify for one category per period; eligible pending completion of W9 tax form



CTC Margins for O365 & Azure

<u>Ascend</u> Level (Stage-1)	<u>Accelerate</u> Level (Stage-2)	<u>Altitude</u> Level (Stage-3)
CTC Benefits:		
<p>O365 CSP <u>Ascend</u> Margins: <u>6%</u> off MSRP for nonprofit SKUs* <u>16%</u> off MSRP for gov., edu., & commercial SKUs*</p>	<p>O365 CSP <u>Accelerate</u> Margins: <u>8%</u> off MSRP for nonprofit SKUs* <u>18%</u> off MSRP for gov., edu., & commercial SKUs*</p>	<p>O365 CSP <u>Altitude</u> Margins: <u>10%</u> off MSRP for nonprofit SKUs* <u>20%</u> off MSRP for gov., edu., & commercial SKUs*</p>
<p>Azure CSP <u>Ascend</u> Margins: <u>12%</u> off MSRP for all Azure CSP SKUs* <u>2%</u> off MSRP for all Azure RI SKUs*</p>	<p>Azure CSP <u>Accelerate</u> Margins: <u>13%</u> off MSRP for all Azure CSP SKUs* <u>2%</u> off MSRP for all Azure RI SKUs*</p>	<p>Azure CSP <u>Altitude</u> Margins: <u>15%</u> off MSRP for all Azure CSP SKUs* <u>4%</u> off MSRP for all Azure RI SKUs*</p>

* Some exclusions apply – contact your SYNNEX account manager for details



SYNNEX Cloud Partner Support

Ascend Level (Stage-1)

Accelerate Level (Stage-2)

Altitude Level (Stage-3)

CTC Benefits:

Ascend CTC Partner Support:

- SYNEX CLOUDSolv Partner Support options
- Regular invites to live monthly webinars
- Access to on-demand Business Transformation resources

Accelerate CTC Partner Support:

In addition to all Ascend Stage-1 benefits...

- SYNEX CLOUDSolv Partner Support options
- Dedicated Cloud Development Rep in the SYNEX Greenville, SC office to enable you to grow your cloud practice at scale
- Quarterly QBR with your dedicated SYNEX Microsoft account manager
- Discounted SYNEX software services

Altitude CTC Partner Support:

In addition to all Accelerate Stage-2 benefits...

- SYNEX CLOUDSolv Total Care Support
- Semiannual in-person partner visits for strategic planning with the SYNEX Microsoft team
- One-on-one consultation support for cloud business acceleration to increase end-customer demand generation and profitability



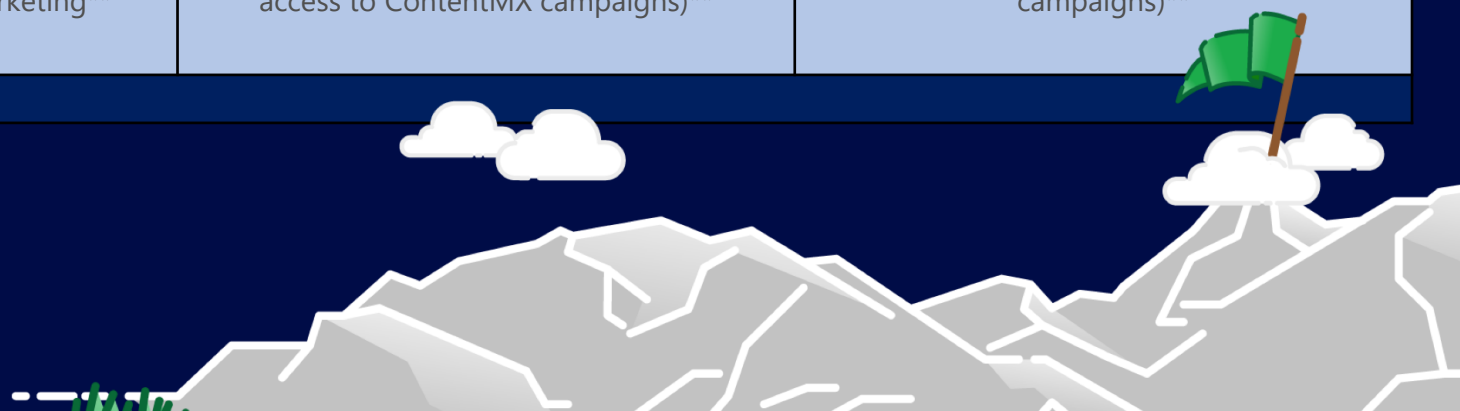
Why SYNNEX + Microsoft CSP? Our dedicated team provides simple complimentary cloud support included as part of your Indirect CSP package. Choose to move your cloud business to SYNNEX for a seamless transition with no downtime, and let us do the heavy lifting for you:

	CLOUDSolv Total Care Support	CLOUDSolv Partner Supported
What is the discount?	6% off MSRP of 365/Support Bundle*	16% off MSRP and 18% off for Capture the Cloud Tier 1 Partners*
Who owns end user support?	CLOUDSolv supports your end user	You do!
When is support available?	24/7 Tier 1, 2, & 3 support provided to End User (IT Admin)	You're the first contact for your end user. We will back you up with 24/7 CLOUDSolv Core Support
What is the contact method for support?	Phone, email, and online management portal	As defined by partner to end user
Can the end user manage their own licenses?	Yes - you can grant the end user access to the End User management dashboard (with ability to set limitations)	Yes - you can grant the end user access to the End User management dashboard (with ability to set limitations)
Who provides presales licensing, portal, and technical support?	We provide the Licensing Pre-Sales Support and take you through our portal for purchasing.	We provide the Licensing Pre-Sales Support and take you through our portal for purchasing.
Who manages the escalation to Microsoft?	We will while keeping you updated on the progress	You do through your Microsoft Partner Center. We will be behind the scenes assisting to close the case.
Are helpdesk support options available?	Available as an option through CLOUDSolv	You can offer them yourself or purchase from SYNNEX
Who provides migration services?	You do, or we have migration options available upon request	You do, or we have migration options available upon request
What type of support is provided by Microsoft?	Advanced Support	You can use your own Signature, Advanced, or Premier support plans. You can also take advantage of our Premier Support plan through Microsoft (when we escalate a support request to MSFT).
Is technical support located in the United States?	YES!	No
Is Technical support white labeled?	No. Your end users will be greeted with "CLOUDSolv support"	It's your support!
What are the SLA's?	Response times reduced by half! Please see T&C's for details	Your SLA's come first! Please refer to the CSP Terms & Conditions



CTC Marketing Development

<u>Ascend</u> Level (Stage-1)	<u>Accelerate</u> Level (Stage-2)	<u>Altitude</u> Level (Stage-3)
CTC Benefits:		
<p style="text-align: center;">Marketing Development Stage-1 ~ <i>Ascend</i>:</p> <p>ContentMX Ready-Made Marketing campaigns + CTC-exclusive discounted pricing for marketing dev. packages available from Nurture Marketing**</p>	<p style="text-align: center;">Marketing Development Stage-2 ~ <i>Accelerate</i>:</p> <p>Content & Data Booster package to support your ContentMX campaigns' overall customer engagement, valued at <u>\$3k</u> (+ full access to ContentMX campaigns)**</p>	<p style="text-align: center;">Marketing Development Stage-3 ~ <i>Altitude</i>:</p> <p>Modern Marketing offerings for partners to choose any 1-MDF package per half, valued at <u>\$5k</u> (+ full access to ContentMX campaigns)**</p>
<p><i>** Limited availability; first come, first served</i></p>		



Enhanced CTC Marketing Dev.

- **Stage-1: Ascend*** – SYNEX has partnered with strategic experts from ContentMX to offer customizable dynamic ready-made marketing campaigns for M365, O365, and Azure to help drive your customer engagement. [Learn more](#)
- **Stage-2: Accelerate*** – Exclusive to Accelerate-level CTC partners, we've put together a Content & Data Booster package to help make the most out of your ContentMX campaigns. [Learn more](#)
- **Stage-3: Altitude*** – Exclusive to *Altitude*-level CTC partners, choice of marketing development packages provided by Nurture Marketing & funded by the SYNEX Microsoft team. [Learn more](#)
- Special discounted pricing available to all CTC partners (Ascend-, Accelerate-, & Altitude-Levels), for incremental marketing development offerings from Nurture Marketing. [Learn more](#)

**Limited Availability on a first come, first served basis. Full T&C details can be found on the Capture the Cloud website – <http://resources.synnecorp.com/mdf.html>*



A large, curved aquarium tunnel filled with various fish. People are walking through the tunnel, looking at the fish. The water is clear and blue. The tunnel is illuminated from above, creating a bright and lively atmosphere.

Channel ContentMX

Marketing Re-Imagined

Jeff Mesnik – President, ContentMX
Erik Frantzen – President, Nurture Marketing

What if choosing marketing content, was as easy as picking a channel on Apple TV?



Introducing ContentMX Ready-to-Go Marketing

Episodic content that tells a story and drives opportunities

Choose the channels best for your business

Receive weekly episodes, with content to share and consume.

The screenshot displays the ContentMX dashboard interface. At the top, the navigation bar includes the ContentMX logo, 'Microsoft Partner Network', and menu items for 'Home', 'Content', 'Contacts', and 'Reports'. A user profile for 'Child Account 2' is visible in the top right.

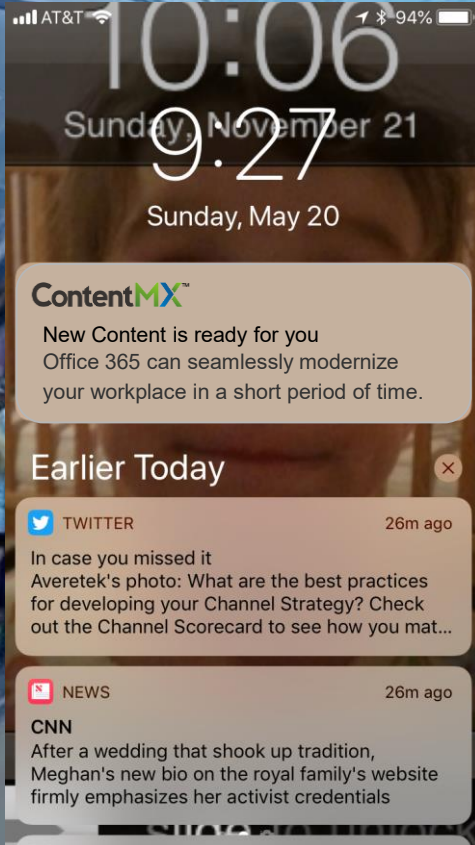
The main content area is divided into several sections:

- Your Channels:** A section with an '+ Add Channel' button and a dropdown menu titled 'Select a channel to add...'. The dropdown lists several options: 'Azure: Unlocking Data at the Intelligent Edge', 'Azure: Turning Data into Insights', 'Azure: Moving Data to the Cloud', 'Office 365 Enterprise', 'Office 365 Mid-Market', and 'Office 365 SMB'.
- My Lead Scores:** A table showing lead counts across four levels:


Level	Score
Level 1	2
Level 2	0
Level 3	0
Level 4	1
- Network Connections:** A section at the bottom of the dashboard.

The right side of the dashboard features a large hero image of a modern office desk with a computer monitor displaying a data visualization. Overlaid on this image is a blue box with the text 'Hi, Let's Get Started' and a white box with a welcome message: 'Welcome to Odo. Please use the selector on the left to add one or more channels that fit your interests. Each channel features new content every week.' To the right of the hero image are social media icons for Facebook, Twitter, and LinkedIn, along with a circular refresh icon and an email icon. A 'Help' button is located in the bottom right corner of the hero image area.

Episodes are delivered by weekly alerts - email and *phone



Microsoft Partner Network



This week's content is ready for you!

OFFICE 365 SPREADS ONE MAN'S LOVE FOR THE LAKE TO THE WORLD

Hi [[fname]],

This week we have more exciting news for Project Odo – your Pro Tips now have two new features designed to help you accelerate engagement and impact with customers and prospects.

Project Odo still has its quick video training, made just for you, to learn more about what customers and prospects want to hear, no matter their business or industry. There's also still an infographic available for you to share on social media.

What's new, though, is that we've added an Office 365 Icebreaker Guide. It's a one-page document assembled to keep you up-to-date with more in-depth product tips and tricks to help guide your telephone and in-person conversations with customers and prospects. Be sure to check it out!

We also added a "Build Your List" function. In as few as three clicks, Project Odo now has a way for you to promote your website and email list on social media. Take advantage of this feature to build your email list and take your email marketing to the next level.

As always, please feel free to let us know how we're doing and how we can keep improving to help you achieve your desired business outcomes. Send a note to projectodo@contentmx.com. We'd love to

*July 1st

View Your Pro Tip Now


Do you need help getting started? Get your account name and password by [signing up](#) for a one-on-one training session with our client success manager. You can also watch our [Getting Started](#) video.

Here's What's Ready for You to Share

No Internet connection? No problem! #Office365 lets you access & edit documents from anywhere—online or offline.

Inside Office 365

No Internet connection? No problem! #Office365 lets you access and edit documents from anywhere, anytime—online or offline.



IT is revolutionizing the way small businesses get stuff done. Sign up to learn how IT can help your company grow.


Don't Miss Another Post from *[\$profile.organization]*




IT is revolutionizing the way small businesses get stuff done. Sign up for emails that keep you posted on how IT can help your company grow.

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One Microsoft Way, Redmond, WA 98052

Prescribed Marketing

Scheduling content for the week



Sun	Mon	Tue	Wed	Thu
21	22	23	24	25
				

Week 3: Content Bundle

Skype for Business is the most powerful communication and collaboration tool on the market. Record meetings, share your screen, and annotate PowerPoint presentations for real-time collaboration with up to 250 people. Skype lets you use whiteboard, polls, Q&A, and built-in instant messaging during your meetings to make them more productive and collaborative. Communication drives success, and Skype facilitates collaboration to ensure you can attain your goals.

Monday | Video



Share This

Wednesday | Email



Email This

Thursday | Brochure



Download This

Friday | Thought Leadership



Share This

View and publish content at the push of button

The screenshot displays the ContentMX dashboard interface. At the top, the navigation bar includes the ContentMX logo, Microsoft Partner Network, Home, Content, Contacts, Reports, Help, and Child Account 3. The main content area is divided into several sections:

- Your Channels:** A list of channels including "Azure: Unlocking Data at the Intelligent Edge" and "Office 365 SMB", with an "Add Channel" button.
- My Engagement:** A section showing performance metrics for the last 30 days and last 7 days. It includes a goal icon and three progress bars: "Items Shared" (0 of 4 Shares - 0%), "Emails Sent" (0 of 2 Mailings - 0%), and "Downloads" (1 of 2 Downloads - 50%).
- Total Activity:** A summary showing 0 total activity.
- My Lead Scores:** A table showing lead scores across three levels, all currently at 0.

The central focus is a video player with a red play button. The video content features a woman in a straw hat in a field, with a text overlay that reads: "Achieve more with your data and intelligent technology. This eight-week marketing campaign examines how human ingenuity, coupled with smart technology enables us to solve even the most complex problems. Behind every great achievement, you'll find that it's people, not technology alone, that move the world forward. We believe that when built with people in mind, technology has the power to extend our capabilities beyond our limits, amplifying our human ingenuity and empowering us all to achieve more. Make sure to share this quick case-study with your customers & prospects on social media, on email, or both, by clicking the links below." Below the video, there are two content cards: "Monday | Video" and "Wednesday | Email".

At the bottom right, there is a "Help" button with a question mark icon.

Choose a different channel and publish again

ContentMX™ Microsoft Partner Network Home Content ▾ Contacts ▾ Reports ▾ Help Child Account 3 ⚙

Your Channels

- Azure: Unlocking Data at the Intelligent Edge
- Office 365 SMB
- + Add Channel

Select a channel to add...


- Azure: Unlocking Data at the Intelligent Edge
- Azure: Turning Data into Insights
- Azure: Moving Data to the Cloud
- Office 365 Mid-Market

Downloads **1** 1 of 2 Downloads - 50%

Total Activity - 0 ▾

My Lead Scores



Level 1	0
Level 2	0
Level 3	0

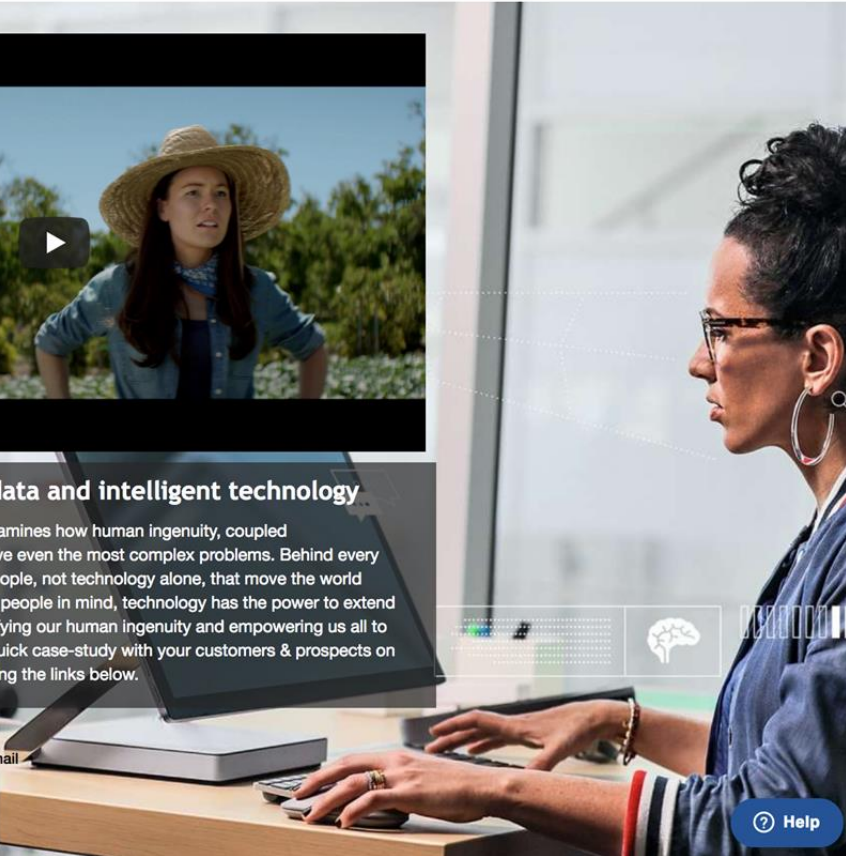


Achieve more with your data and intelligent technology

This eight-week marketing campaign examines how human ingenuity, coupled with smart technology enables us to solve even the most complex problems. Behind every great achievement, you'll find that it's people, not technology alone, that move the world forward. We believe that when built with people in mind, technology has the power to extend our capabilities beyond our limits, amplifying our human ingenuity and empowering us all to achieve more. Make sure to share this quick case-study with your customers & prospects on social media, on email, or both, by clicking the links below.

Monday | Video Wednesday | Email





Help

Create/Edit Your Message

Video

Short Message (280 characters - Optional)

157 characters

Do more than just scratch the surface, put the @Surface to work for you. All-day batteries and powerhouse

Alternate Status Message (700 characters - Optional) [Remove Alternate Status](#)

Contoso Technology Solutions knows that the medium can be just as important as the message. With the right digital

Leave this box empty if you do not want any status text posted to Facebook or LinkedIn.

Video Location



Video Title

Thumbnail Picture

> 1 of 2



Description

Microsoft software and tools enable powerful productivity and collaboration, and empower people everywhere to achieve more. When they are combined with Microsoft devices,

Publish to...

- @lorienkb on Twitter
- @samplepartner on Twitter
- Superior Systems and Logistics
- Lorian Balayan on LinkedIn
- BlueHillsCoffee on Google+
- Generic Social Network
- Wordpress [Select category...]
- Generic Blog

Schedule automatically

Publish on:

It's all done in a few easy clicks
- or we can do it all for you -
allowing you to regularly push
quality campaigns to your
marketing channels without
skipping a beat.



Is this email not displaying correctly? View it in your browser.



Office 365 Empowers a School to Take a Different Approach



Microsoft does it again—this time, at Broadclyst School, where giving children the very best education means hands-on experience with the latest technology. This midsize-business customer story focuses on how Office 365 and Microsoft tools are putting Broadclyst students on the leading edge of learning and preparing them for a technology-based future. ContentMX can help your business take the same forward-looking approach to deliver better results for your customers, and your bottom line. Contact us to find out how.

[View the Video](#)

[Share](#)

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280 Hillside Avenue, Needham, MA, Massachusetts 02494



Send regular email campaigns to nurture and drive new opportunities. Send through ContentMX or your favorite email system





RazorCity IT

Microsoft Office 365 Helps Small Business Reach for the Wind



Check out the latest from Microsoft – a short video highlighting small business hero Scott Naucier. Scott owns Turbine Test Services, a professional services company with four employees who work remotely to maintain wind turbines along America’s wind corridor. Scott relies on Office 365 not only to work flexibly and collaboratively with his employees, but also to keep him organized when he’s pursuing his passion - building and flying Cessna planes.

Office 365 helps Scott get the most out of his work and his passion. Contact us to learn more about how we can help you do the same.

Driving Real Time Opportunities!

My Lead Scores

Level 1	203
Level 2	5
Level 3	26

First Name
Scott

Last Name
Mann

Email
smann@coastal.edu

Title
Associate Professor, Graphic Design

Company
Coastal Carolina University

3 items	
Link	Clicks
http://RazorCity.Ill-II.com/?i=332469	2
Microsoft Office 365 Helps Small Busi...r the Wind	1
Microsoft Office 365 Helps Small Busi...r the Wind (SHARE)	1

3 items



Experience a New Level of Freedom with Office 365



Are you ready to experience a new level of freedom with Office 365 that just didn't exist for small business owners previously? Learn how with this new clip that we just received from Microsoft.

Before Office 365, Bryce McDonald, a solo entrepreneur who runs DAY 1 Wake, a wakesurf board making business, lugged his laptop around everywhere he went to make sure that he never missed a customer inquiry or an update to a design or order. Now, however, he can access, edit, and share documents from anywhere on any of his devices. Thanks to Office 365, Bryce now has a level of added flexibility, freedom, and an ability to work in real-time with others that just didn't exist previously.

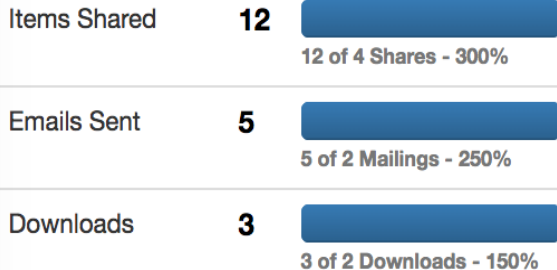
CSPi Technology Solutions can help you get there, too. Get in touch with us today to get started. Call (866)641-1159 or cloudservices@cspi.com.

Share

My Engagement

Last 30 days / Last 7 days

Goal i



Total Activity - 27,874 ✓

My Lead Scores



Tweets 116 Following 130 Followers 84 Likes 1

Gwen Terrell

@gterrellFL

Emerging Technology Marketing Leader
#ITsolutions #aaS #Cloudservices
#ManagedServices #Health #cleaningenthusiast. Tweets are my own opinion.

United States
Joined April 2009

Tweet to Gwen Terrell

48 Photos and videos



Tweets Tweets & replies Media

Gwen Terrell @gterrellFL · 2h
#Office365 eBook: 7 Ways to Work Smarter in the #Cloud [stuf.in/bitly/7ways](http://bit.ly/7ways)



First Name
Rebecca

Last Name
Young

Email
ryoung@bmssecu.org

Title
Contracting & Licensing Administrator

Company
I B M Southeast Employees Federal Credit Union

Phone Number
+15619824700

Physical Address
790 Park of Commerce Blvd

City
Boca Raton

State
FL

Zipcode
33487-3619

Processing Time: 0.009 seconds

2 Items

Link	Clicks
http://CSPiTech.Ill-Il.com/?i=332541	3
Achieve more with Microsoft Azure	1

2 Items

The ContentMX solution is:

Prescribed: Content is delivered in sequence the right content in the right order on the right day

Customized: Messaging around the content automatically includes the partner name, and can be customized even further

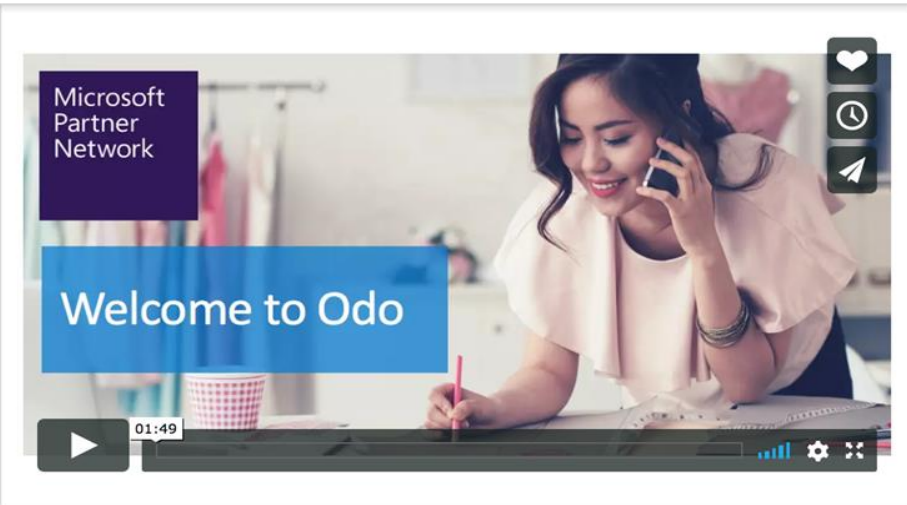
Right-sized: good fit for all partner's

Great Results: Doubled Sales, 225% Increase in Lead Flow, Over 40% of the partners engaged

Sign Up Now - It's Free!

<https://contentmx.com/odo-synnex>

“This new partner communication platform has given us a more disciplined approach to our marketing. The cadence of our interactions with customers is much better! We now have a better behavior which drives more leads. We never saw support like this in your the many PRM systems we have seen” -Quartet



LOGIN

SIGN UP

TUTORIAL

RESOURCES

Welcome to Odo for Synnex! We are very excited to offer you a new marketing program pilot to support and accelerate your business. Synnex has built this program in collaboration with Microsoft and ContentMX. ContentMX is a team that has worked closely with partners in the channel for almost 20 years.

Odo for Synnex is free of charge, and we expect it to help increase your business influence – and revenue. Odo for Synnex gives you access to consistent, relevant, and customizable content to share with your customers and prospects in as few as three clicks.

Partners who have used similar programs have reported the following results:

Sign Up Now – It's Free!

Let's get started with Odo! Choose a username and we will email you a temporary password. Your account will be ready to go in just a few minutes.

Then, [join one of our weekly webinars](#) to learn how to make the most of your new Odo account.


Your Information (* Indicates required information)

Introducing Concierge services from Nurture Marketing


When you want to do more:

- Customized messaging
- Targeting
- Lead follow-up

Is the email displaying correctly? View it in your browser.



Microsoft Surface: The Most Versatile Devices on the Planet



Kristina Fischer, President of SMS Tech Solutions, discusses the benefits of Microsoft Surface devices in the education sector.

One of the major reasons for the overwhelming popularity of Microsoft Surface family of devices, and nowhere is this more true than in the numerous industries and economic sectors that have chosen to standardize on Surface. One of these sectors is education.

Microsoft Surface family of devices offers options to suit everyone, in every industry and government sector: Surface 3, Surface Pro 4, Surface Book 2.

Research shows that "digital inking" improves the quality of educational curricula. Surface devices free educators from their desks and inspire new ways of teaching and enhance student engagement. When you see how Microsoft Surface devices have revolutionized the education sector, you'll understand the power of Surface for your industry. That's because all Surface devices are super thin, light, portable, and powerful. What's more, the Surface Pen – that feels as natural as pen on paper – makes on-screen note taking a breeze. Watch this video to see for yourself.

[View the Video](#)

The power of Surface is not limited to the education sector. We at SMS Tech Solutions have helped companies standardize on Surface in multiple industries.


Got questions about Surface? We've got the answers. Contact us for more details, including pricing.

SMS Tech Solutions


Sally Shorb, President
sally@smstechsolutions.com
800.656.7702

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1727 Mathews West Hill Road, Mint Hill, NC 28227

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Microsoft Surface for Next Generation Entrepreneurs and Innovators



A person is shown using a Microsoft Surface tablet, demonstrating its versatility in a professional setting.

Microsoft Surface devices are rugged, reliable, versatile, flexible, powerful and portable. That's why Surface tablets are preferred by entrepreneurs and innovators across so many different industries, bringing visions to life and turning dreams into reality.

This is particularly true, for example, in the healthcare and medical fields where Surface gives physicians and nurses secure mobile access to the information and resources they need to be productive in new ways, and to improve the quality of patient care. Surface also empowers sports medicine providers with a new technology called SportGait which uses data to identify, monitor and treat at-risk youth athletes.

Take 60 seconds to look at this inspiring video about how one used Surface to develop an affordable artificial limb.

No matter what your industry, your role, or your passion, there's a Surface device that's just right for you – explore Surface 3, Surface Book 2 and Surface Pro.

[View the Video](#)

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ComputerLand of Silicon Valley

ComputerLand integrates these essential elements into every project we undertake: **security, reliability, availability, scalability, and interoperability.** With this in mind, we will work with you to choose the Surface tablet that are just right for everyone in your organization.

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Q&A



Thank you.

