

PARTNER PLAYBOOK

Profitability in the Cloud

Your guide to capturing new markets



SYNNEX boosts your business

When you're reselling cloud solutions, you need a boost from a distributor you can trust. SYNNEX provides deep expertise and personal support in almost every solution area a partner could want—and some of the highest margins in the channel.

We don't just offer our partners access to foundational pieces like Microsoft 365, Dynamics 365, and Azure. With hundreds of cloud, device, and services vendors, we open the door to expanded possibilities and profitability for your business.



More solution offerings with SYNnex = Higher margins for your business

As you add solutions, our custom-built SYNnex Stellr Cloud Marketplace platform empowers scale and consolidated billing for higher profits.



THE BASICS

Office 365
+ migration services

Office 365 Business Premium – 25 seats
+ BitTitan migration



+ UPSSELL AND CROSS-SELL

Microsoft 365 + ISVs
+ managed services

Microsoft 365 Business – 100 seats
✓ Office 365 Business Premium
✓ Security features
✓ Device management features
+ TeamFusion training software



+ CUSTOMIZED PRODUCTIVITY AND CLOUD DATA SOLUTIONS

Microsoft 365 + Azure Backup
+ DevTest + managed services

Microsoft 365 Enterprise – 50 seats
+ Azure Backup
+ Azure Virtual Machines
+ AvePoint DocAve
+ 100s of potential ISV solutions

Grow your profits by combining device sales with your Stellr purchases, and take advantage of our hybrid cloud expertise.

SYNNEX accelerates your time-to-market

Our simple approach to the **Microsoft Cloud Solution Provider (CSP)** program is designed to make reselling fast and easy.

Already have a direct bill relationship with Microsoft? We can make the transition to Indirect CSP seamless—just ask us to send you an invitation. For more information about moving to Indirect CSP, download the [Microsoft CSP Transition deck](#).

MICROSOFT CSP AS EASY AS 1-2-3



1. Enroll with your Microsoft Partner Network ID (MPN ID).



2. Start selling cloud solutions like Office 365, Microsoft 365, Azure, Enterprise Mobility + Security, and Dynamics 365.



3. Boost your business with on-demand sales, marketing, and technical support and enablement.



SYNNEX backs your business with personalized solutions and support

SYNNEX boosts your business with personalized support from smart, specialized reps on a first-name basis with your team. We're not here to sell licenses. We're here to help you determine the best services for your customer needs.



Microsoft Cloud

Experts in all things Microsoft



SYNNEX Stellr Cloud Marketplace

Dedicated to cloud, mobility, and IoT solutions



Solutions and IT

End-to-end cloud, software, hardware, and IoT edge solution support



Industry expertise

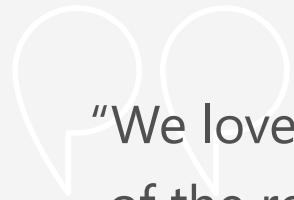
Support to expand into industries like education, retail, health, or government

From Microsoft Cloud and SYNEX reps to solution selling and IT teams, you get end-to-end expert support for your business.



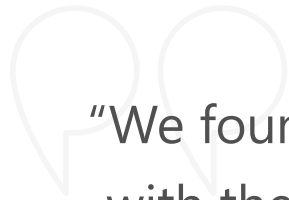
"SYNNEX offers tremendous value. They're all about people and getting things resolved."

—Dean Edouarde, Group Vice President,
UGM Enterprises



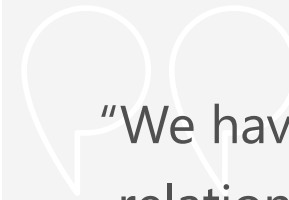
“We love SYNEX because of the relationships, resources, and experience they bring. SYNEX allows us to look bigger than we really are.”

—Craig Sehi, Vice President,
Sehi Computer Products



“We found a one-stop shop with the SYNEX team. Their highly motivated, capable professionals brought unmatched expertise; and their training, vendor connections, and webinars allowed us to become true experts.”

—Matthew Worthen, Vice President,
EDU Partnerships and Innovation,
NextStep Networking



“We have a really good relationship with SYNEX. We can trust them to jump in if we need specialized assistance or knowledge that will help our customers. They have really helped grow our business.”

—Sheila Murphy, Product Specialist,
Dymaxion Research Limited



SYNNEX makes cloud reselling easy

Our SYNNEX Stellr Cloud Marketplace is a modern end-to-end solutions ecosystem that helps partners deliver more value to their customers. With it, resellers can resolve customers' business problems with the latest technology. As the perfect convergence of cloud, IoT, and mobility solutions covering everything from hardware to connectivity, Stellr can help you create robust relationships that last.



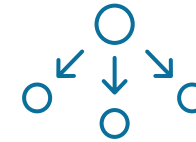
Marketing development funds

Demand generation and marketing development packages



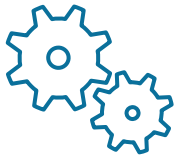
Pricing

Competitive pricing coupled with resources and support



ConnectWise integration

Professional services automation



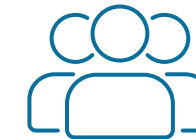
Technical solutions

For complex projects, migrations, and assessments



Billing

Consolidated billing, no prorating, and up to 30 days free



Staff

Dedicated support and technical experts in our Greenville office



Capture the Cloud program

Free marketing platform, training, discounts, and [exclusive offers](#)

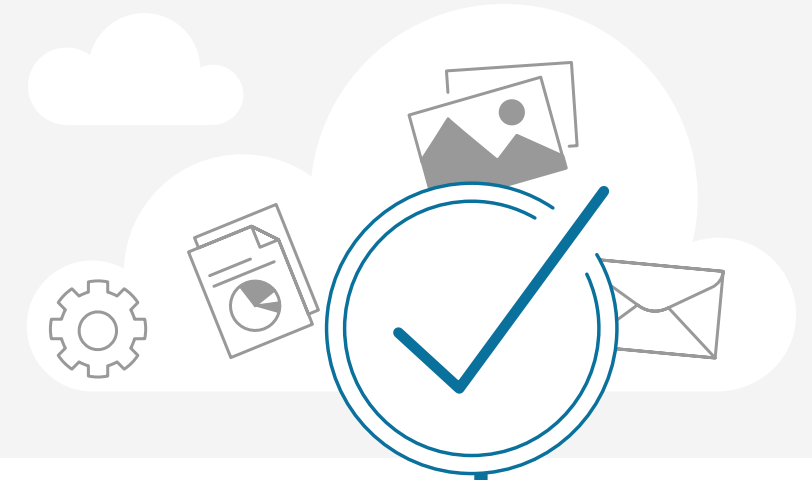


Ongoing education

Technical and business experts share product and sales insights, online and at [in-person events](#)

Take advantage of hybrid distribution

With SYNEX, you'll get the best technology, enablement, and technical services for both on-premises and cloud solutions. As a hybrid distributor, we can help you build and sell compelling solutions for any infrastructure, with support spanning the latest workplace devices to fully integrated edge computing and IoT solutions.



Harness the power of the Azure Stack

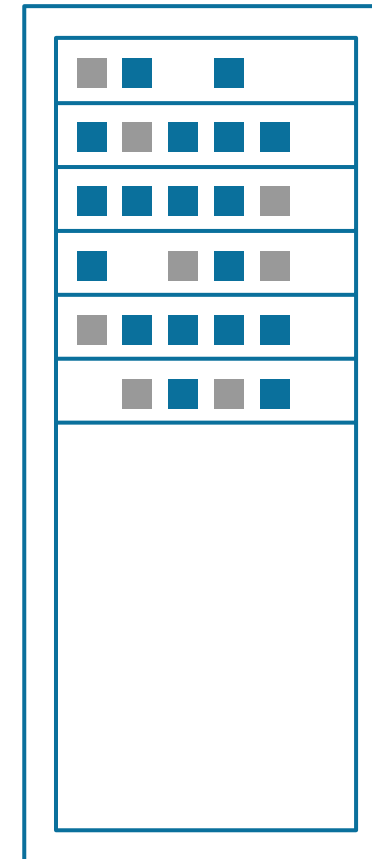
SYNEX can help you find the right combination of cloud and hardware solutions that fit your customers' needs, whether on-premises or in the cloud. Our experts will ensure smooth Azure Stack implementation, allowing consistent use of hybrid cloud technology—wherever your customers want.

Break into edge computing

With a wide range of packaged IoT solutions—and the expertise to help you build your own—rely on SYNEX for guidance as you assemble solutions that bring more value to your customers, deeper into the value chain than ever before. With offerings for transportation, digital signage, security, and healthcare, we're ready to help with whatever you need.

Modernize the workplace

Why is SYNEX the perfect partner to make your customers more productive, faster? Because we unite the management, security, and collaboration benefits of Microsoft 365 with a full range of modern hardware solutions. Plus, we'll help you give customers an easier way to manage devices with [Device as a Service](#).



FAQ

Why should I choose SYNnex over another distributor?

As a hybrid distributor with deep Microsoft expertise, SYNnex is uniquely positioned to support partners with solutions that incorporate cloud, device, IoT, and services offerings. Our robust technology product portfolio, combined with some of the most competitive prices in the channel, results in high margins and satisfied customers.

What kinds of margins do I get with SYNnex?

SYNnex offers competitive pricing and support to help you make the most of your margins. Find out more about possible margins by [contacting us](#).

How often do you bill, and do you prorate?

SYNnex bills on the 1st of the month and never prorates for Microsoft 365. So, if you place an order on June 15, you don't get an invoice until July 1—and you get June 15–30 for free.

Can I move customers from other models (Advisor, Open) to CSP?

Yes! SYNnex offers a seamless transition with no downtime.

How hard is it to transition my CSP licenses to SYNnex?

It's simple:

1. Make SYNnex the delegated admin on your end-user accounts.
2. Fill out a spreadsheet that indicates which licenses each end user needs.
3. Send it to us—we'll process the transitions for you.
4. Or if you're a Direct CSP partner with Microsoft, [reach out to us](#) and we'll send you an invitation.

FAQ

How does SYNEX help me stay up to date?

We make it simple to stay current in the ever-evolving world of cloud solutions through our [Capture the Cloud \(CTC\) program](#). CTC is a SYNEX-exclusive offering designed to educate and support partners as they deepen their understanding of Microsoft cloud services and accelerate their cloud practices. With SYNEX and CTC, you'll receive:

- [Regular webinar trainings](#) and [on-demand business transformation workshops](#), plus marketing development opportunities
- Monthly SYNEX Microsoft 4-1-1 eNewsletter that includes the latest updates, announcements, and exclusive promotions
- Access to the regularly updated SYNEX Stellr Cloud Marketplace through your Stellr portal account

Does SYNEX offer marketing development opportunities?

Yes! We offer a wide variety of options for partners through our [Capture the Cloud program](#):

- Discounted pricing for Nurture Marketing offerings
- [DEMANDSolv ready-made marketing campaigns](#) with available Microsoft 365, Office 365, and Azure channels
- Weekly email reminders
- Tips for perfectly timed turnkey emails, social media, and digital marketing that you can customize for your customers
- [Modern marketing packages](#) with Nurture Marketing for Tier 1 CTC partners, developed by experts with years of channel experience to help partners optimize their cloud practices

Resources to help you capture today's high-profit markets

Grow your Azure practice

Our Azure experts can help you bring your customers cost-effective hybrid solutions that offer security and flexibility—from the server room to the cloud.

- [Why SYNEX + Azure](#)
Take a closer look at how SYNEX supports our Azure reseller partners, so you can create more compelling offers for your customers.
- [Azure Resource Hub](#)
Get all the resources you need to build a thriving Azure practice with this curated, one-stop source.
- [Windows Server 2008 and SQL Server 2008 End of Support](#)
These 2 key Microsoft business products have reached end of support, leaving you with a perfect opportunity to help customers modernize.
- [Azure Simple Start Online Workshops](#)
In this series of 3 on-demand workshops, Microsoft and SYNEX experts walk you step-by-step through the best practices for Azure migration, from defining a strategy to migrating and optimizing.

Expand your footprint with Microsoft 365

With security and teamwork solutions that unite hardware, software, and services, SYNEX helps you make customers more productive—while you grow your business.

- [Why SYNEX + Microsoft 365](#)
Learn how you can drive profits by helping customers build a modern workplace that allows them to work smarter and stay secure.
- [Microsoft 365 Security Resource Hub](#)
From conversation guides to ready-made marketing materials, get equipped with all the essential resources to build a robust security practice.
- [Microsoft 365 Teamwork Hub](#)
Get all the resources you need to successfully market, sell, and deploy Microsoft 365 Business products, so you can build a profitable teamwork and collaboration practice.

Reach customers in new industries

Want to expand your customer base? SYNEX's industry specialists are here to help. Start learning about Microsoft services for government and education.

- [Government](#)
Learn how you can capture the public-sector market by offering Office 365 Government GCC, a compliance and collaboration solution that is purpose-built for government work.
- [Education](#)
Grow your business and empower student learning with Microsoft 365. We'll also show you how to expand your practice with devices, and how you can become an Authorized Education Partner with Microsoft.

Let's start boosting your business

To begin selling cloud solutions with SYNnex, connect with our team at MSFTCSP@SYNNEX.COM.

If you'd like to learn more about how SYNnex can set your business up for success, [visit our website](#).

About SYNnex

SYNNEX brings the most relevant technology solutions to the IT and consumer electronics markets to help our partners sustainably grow their business. We distribute more than 30,000 technology products from more than 400 of the world's leading and emerging manufacturers, and provide complete solutions to more than 20,000 resellers and retail customers in the U.S., Canada, and Japan. As part of our value-added services, SYNnex provides a variety of professional and marketing services, including demand generation; education and training; pre- and post-sales support; end-user enablement; server assessment; design and integration; product lifecycle support; contract design and assembly; and IT resource planning. In addition, SYNnex provides a wide range of financial options to ensure that our partners always have the means to close deals.

