Service Type

Professional Services

Elevator pitch

Technical Services delivered by TD SYNNEX to allow you to profitably build, optimise and accelerate your professional services business.

The overwhelming breadth of vendors and technologies in the marketplace covering cloud, datacentre, networking and cybersecurity make it virtually impossible to profitably resource internally, often resulting in lost opportunity or disappointed end customers.

TD SYNNEX services help our partners expand their technical capabilities, stay competitive and deliver services when and where they are needed. With a team of over 2000 technicians operating globally, we have access to professional services that can strengthen your internal capability, irrespective of vertical, technology vendor or geography.

Leveraging our ability to Assess, Design, Install, Move, Add, Change and even Dispose of over 100 different vendors product suites, all managed by TD SYNNEX's Project Management Office means that partners delivery horizons can be extended to the vast majority of customer requirements and use cases.

Our Professional Services offerings have been purpose built for the channel, making them price competitive, easy to engage and fully partner equipped, so that Partners can engage quickly with minimal delay and overhead.

Partner targets

Ideal target partners

New and existing Business Partners that are selling or want to sell services in order to expand their addressable market, focus on their core business or protect their existing accounts.

Partners who are struggling to manage profitability, capability, capacity or reach in their Professional Services delivery.

New and Existing Partners can benefit from instant access to a technical services community without the need for upfront investment.

What are Partners struggling with?

- How do I ring fence my customers from competitors who have capabilities I do not?
- How do I ensure profitable delivery of professional services?
- How do I ensure my professional services capability is market relevant?
- How do I manage peaks and troughs in workload?
- How can I deliver outside of my home territory?

Who is interested and why?

- Partner delivery managers (e.g. Project Managers, PMO) as they look for ways to create flexible resourcing models.
- Partner sales / managers as they look for ways to meet customer requirements.
- Partner vendor / portfolio managers as they look for ways to accelerate their offerings.
- Finance managers as they look for ways to optimise cost and move to pay as you go costs.

Typical Sponsors

CFO, Portfolio Managers, Sales Managers, Project Delivery Managers

Typical Influencers

Sales teams, project managers, product managers

End Customers

What are end customers struggling with?

- How do I ensure my projects are delivered on time and avoid overrun?
- How do I ensure my projects deliver the outcomes I expect?
- How do I ensure my projects deliver to budget?
- How do I get more value from my incumbent service partners?

Who is interested and why?

- CIOs, CTOs responsible for delivering business services and wanting to reduce risks to better align IT to the business.
- Business owners whose revenue, reputation or customer satisfaction depends on availability, performance and delivering on user experience.
- Client Project Management Office who are under pressure to manage the portfolio of delivery project to time, quality and budget.

Typical sponsors

- CIOs, Project Office, Service Delivery Managers, internal Line of Business Managers

Typical influencers

- Business stakeholders, finance stakeholders

TD SYNNEX solution

How can we help?

The challenges faced by our partners and their end customers are varied and likely a mix of the following:

- Skills shortage: We provide skills on a flex resourcing basis that you may not have available at any given moment.
- Need to differentiate: We give you access to a much wider capability than you would typically be able to resource internally allowing you to create more powerful solutions and services for your customers.
- Avoid delays: We provide the skilled resourced you need to get the job done, managed by TD SYNNEX PMO to oversee effective delivery.
- Increasing profitability: Our model is pay as you go, so you avoid internal costs such as low utilisation, staff increases, recruitment and training and management overheads.
- Prioritisation: Our flexible resourcing allows you to prioritise your internal resources onto the things that matter most, whilst we backfill the day to day.
- Fragmentation: Our services are multivendor / multi-theatre by nature meaning that we can augment or fully source complex delivery projects that you would otherwise struggle to deliver
- Build or Buy: We de-risk the up-front investment in building out services internally, until such point as revenue streams are secured and internal investment can be justified without risk.
- Technical Complexity: Our skills range from simple to advanced technical competency, allowing you to resource effectively for the job, and ensuring your own teams align to the jobs that best match their skills.

Opportunity identification

Target Partners who

- Focus on IT infrastructure (DC, Networking, Hybrid Cloud and Cybersecurity)
- Have a professional services delivery practice
- Require scale deployments of IT infrastructure

Starting questions

How could you increase your wallet share of customer spend through Professional Services?

What are your key challenges in delivery? E.g. Resources, skills, margins, quality, reach?

How do you manage peaks and troughs in resourcing today and what problems does this carry with it?

Objections and responses

1. **It's cheaper and more profitable if we do it ourselves**

   We do not want to replace what you do internally, only add more capacity and capability as and when you need it.

2. **We don't like outsourcing to third parties**

   Understood, but pretty much everyone has to outsource to an extent nowadays to get the balance of skill and capacity right. Our services are built for the channel to make them competitive and simple to engage so you can easily bolt them alongside your existing offerings.

3. **We have an established list of partners and contractors we use already.**

   Understood. Pretty much all of our partners have as well, but nevertheless they saw value in our breadth, scale and competitiveness and now we are included alongside those incumbents providing additional options they didn't realise they were missing.

Customer references and case studies

- See Services Hub (Include Link)

Average deal size

- The sweet spot for our professional services is simple, repeatable tasks across Networking and Datacentre.
- This service can scale from a single day to as large as is required, but we are ideally targeting partners with a regular spend or opportunities that are above €20k in value.