



November 6, 2017

Tech Data Introduces Practice Builder Methodology

Designed to Accelerate Growth for Solution Providers in Next-Generation Technology Markets

CLEARWATER, Fla.--(BUSINESS WIRE)-- For many IT solution providers, entering next-generation technology markets like cloud, security, IoT, analytics and mobility can be challenging and costly. To eliminate guesswork and minimize the risk and costs for channel partners looking to make one or more of these high-growth areas a strategic part of their business, [Tech Data](#) (Nasdaq: TECD) today introduced its new [Practice Builder](#)™ methodology. Providing a customized approach designed to accelerate growth in each technology area, Tech Data's Practice Builder methodology was tested with a group of customers over the last several months and is now available in the U.S. and Canada to customers who meet established criteria, including investment commitment and established growth metrics.

"As Tech Data strengthens its commitment to helping our customers transition from second- to third-platform technologies on their journeys through digital transformation, businesses are constantly looking for ways to scale their resources, skills and investments efficiently so that they can enhance the overall customer experience," said Jeff Bawol, senior vice president, Enterprise Solutions, Americas at Tech Data. "Our Practice Builder methodology empowers solution providers to build new or enhance existing technology practices that differentiate themselves in the marketplace, allowing organizations to meet goals, sustain revenue growth and offer the right combination of specialized solutions and services to develop a competitive advantage and produce better business outcomes."

Tech Data's Practice Builder methodology comprises five key phases to facilitate success:

- 1 **Strategy Development** - Reviews current business and recommends the best ways to move forward using detailed roadmaps of the path to success.
- 1 **Training and Enablement** - Maps out training opportunities and affords partner-facing employees the ability to get the certifications and training they need to provide the best possible service to their customers.
- 1 **Marketing** - Ensures the development of an integrated marketing strategy through a variety of proven methods to help drive new business.
- 1 **Services** - Examines service delivery opportunities, from pre-sales to managed services, to make sure the organization is appropriately staffed to deliver a seamless customer experience—by either using their own resources or incorporating the benefits of white-labeled services from Tech Data.
- 1 **Sales Execution** - Focuses on recommending the right tools and support activities to help the organization successfully execute on its strategy.

According to industry analyst firm IDC, 60% of enterprise IT will be off-premise by 2018¹. Cloud products and solutions are displacing traditional infrastructure spend, increasing competition and lowering margins for resellers. With the Practice Builder methodology, Tech Data customers can leverage this trend and extend their capabilities without the ramp-up time and resources traditionally required to develop in-house expertise. Additionally, Tech Data works with a broad portfolio of market-leading technology vendors whose products complement this methodology, giving its customers the freedom to choose the solutions that best fit their end users' needs.

"The step-by-step approach that Tech Data is deploying in its Practice Builder methodology will help partners more rapidly develop specialization and differentiation while enhancing partners' growth potential," said Pam Miller, director, Infrastructure Channels Research at IDC. "Great care has also been taken in not overwhelming partners or discouraging them due to the vast scope of knowledge they need to acquire to be successful in these new technologies."

"We've engaged new client business as a direct result of the training and enablement sessions we developed by using the Practice Builder methodology with Tech Data," said Tim Kinnerup, vice president, Sales, QCM Technologies, a business IT solutions reseller and Tech Data customer. "Our team completed the program, which helped us better understand our target market, and with Tech Data's service offerings, we were able to leverage that knowledge to identify a significant opportunity at one of our best customers. We plan to dive in even further with Tech Data as we mine for more automation and orchestration opportunities in the future."

For additional information, visit the [Tech Data Practice Builder webpage](#) or call (800) 237-8931.

¹ [IDC FutureScape: Worldwide IT Industry 2017 Predictions, November 2016; IDC #US41883016.](#)

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About Tech Data

Tech Data connects the world with the power of technology. Our end-to-end portfolio of products, services and solutions, highly specialized skills, and expertise in next-generation technologies enable channel partners to bring to market the products and solutions the world needs to connect, grow and advance. Tech Data is ranked No. 107 on the Fortune 500[®] and has been named one of Fortune's "World's Most Admired Companies" for eight straight years. To find out more, visit www.techdata.com or follow us on [Twitter](#), [LinkedIn](#), and [Facebook](#).

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