

The 4-Step Guide to Successful Customer Lifecycle Management



Whatever your mission, Tech Data Global Lifecycle Management (GLM) can help you achieve it.

From partner activation and enablement to customer acquisition, revenue retention and beyond, our customer lifecycle management services help manufacturers develop a high-performing, profitable sales ecosystem and accelerate growth like never before.

1 Channel management

As markets expand and change, opportunities for revenue can go unnoticed or untapped. You can leverage our multilingual staff to provide customized, cost-effective solutions for partners in underserved locations or segments, expanding your opportunities for growth, expansion and brand loyalty. We provide the following services:



Partner acquisition



Partner enablement



Pipeline generation

Reduce complexity, grow your channel and increase revenue by leveraging our 40+ years of experience in channel partner management. Focus on your most strategic initiatives while providing a streamlined experience that your partners will appreciate and optimize your channel programs for greater market expansion and growth.

Our goal is to help you achieve your business goals by expanding your pipeline and bringing your products to global markets.

[Learn more >>](#)



② Customer success

Ensure your end users are informed, supported and successful while using your products. When your customers meet their objectives, they'll become more loyal and more likely to stick with your brand in the future. Our services include:



Relationship management



Business development

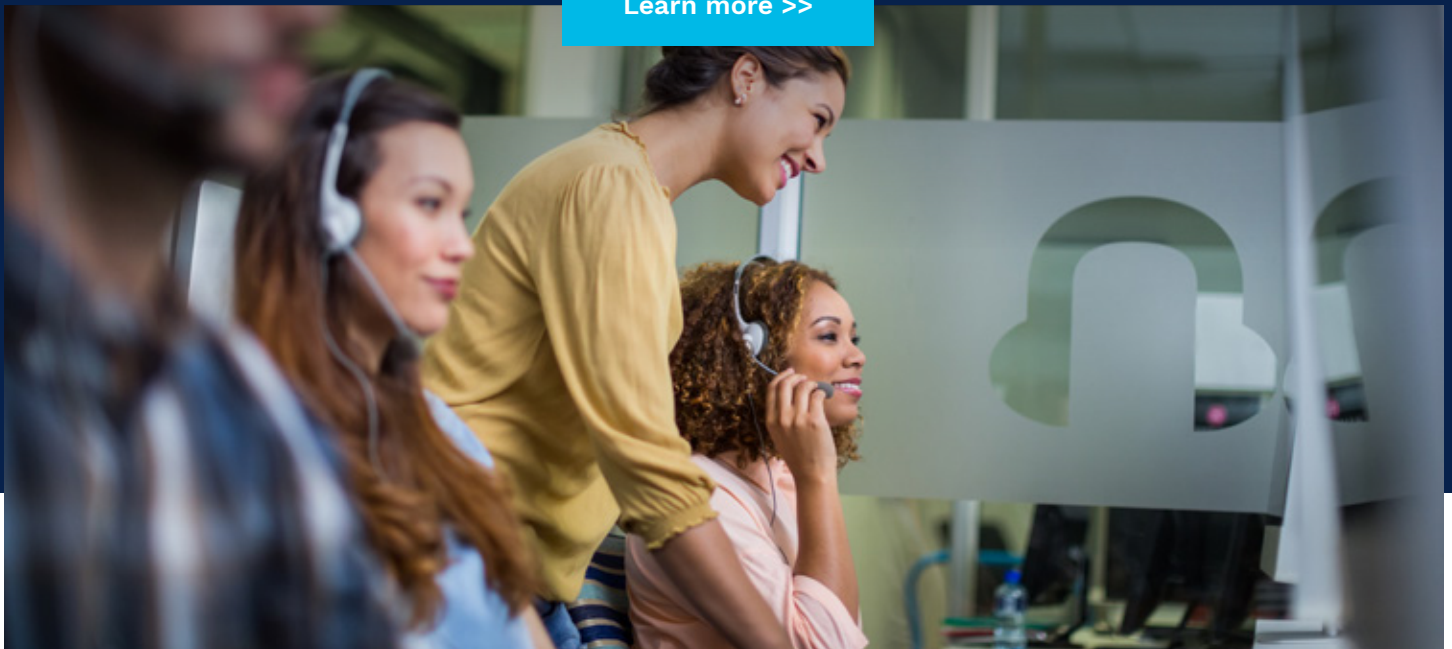


Concierge support

With “everything as a service” delivery models growing, managing the customer experience is more critical than ever to retaining revenue. Build and nurture customer interest in your brand by streamlining the buying process, providing end-user support and encouraging technology value realization with GLM.

With our streamlined success-focused approach, your customers will see better business outcomes, increased brand confidence and lasting customer loyalty.

[Learn more >>](#)



3 Certification and training

Sixty-eight percent of professionals say they're more likely to use a product if they've received sufficient training, but developing an enterprise-level training program for a global audience and evolving technology market is no small task. Empower and educate your employees, partners and customers on your products and increase the value you're bringing to the enterprise with:



Employee training and certification



Channel program training and certification



End-user product adoption

Scale your existing education programs or work with us to develop new ones to train your partners and customers as your products evolve and keep your workforce on top of the latest trends.

Leverage our award-winning services to educate your entire ecosystem so you can focus on the road ahead.

[Learn more >>](#)

4 Revenue retention

Realizing your full revenue potential requires more than closing new business deals. Each customer interaction is a valuable opportunity for nurturing engagement, traction and revenue retention. Our services include:



Renewals management



Software license compliance



Upsell and cross-sell

From first contact through continual re-engagement, we're driven to proactively extend value-added services to your partners and customers. With our revenue retention services, we'll help you streamline and monitor the renewal process, reduce churn, increase overall lifetime value and use data to predict trends and respond to the market.

Grow your pipeline and build an ecosystem of loyal brand advocates with GLM.

[Learn more >>](#)



Want to learn more?

Global Lifecycle Management (GLM) is a specialized solution business within Tech Data that brings end-to-end product and customer lifecycle services to your company with one goal: giving you the freedom to focus on the road ahead. With offerings across both the product and customer lifecycle, GLM provides some of the world's most well-known OEMs with successful business outcomes, including increased revenue, improved time to market, cost savings and reduced complexity.

It all starts with a conversation. [So let's talk.](#)