

Certified Extended Support Program (CESP)



Protect Your Customer and Brand

If you don't have complete control of the IT asset lifecycle (from design to disposal and everywhere in between) you could experience a number of unauthorized activities that could pose safety, security, and economic risks to you and end users. This includes counterfeiting, where unapproved third-parties create and sell identical parts, or the installation of third-party parts, which may not function as well and cannot be as easily maintained.

Should anything go wrong, your customers may incur significant expense to resolve the problem along with potential disruption of operations. The danger for you, the OEM, and your reseller partners is that these customers may switch to a third party to provide extended warranty support. Beyond the loss of revenue, you now risk losing the relationship with that customer, and you definitely lose the opportunity to maintain their trust.

Tech Data's Certified Extended Support Program turns this risk into a real opportunity for you, your partners, and customers that goes well beyond simple extension of your warranty to include expansion of your warranty with additional high-value services.

Tech Data's Certified Extended Support Program

Tech Data created the Certified Extended Support Program to help you achieve several objectives:

- Provide a bridge to the next technology upgrade for customers
- Create a robust lead generation tool to bring customers that have transitioned to third-party maintenance (TPM) back to you or an authorized maintenance provider
- Reduce churn rate and increase renewal rates for OEM service
- Recertify end-of-lease systems to reduce parallel market supply
- Ensure continuing customer satisfaction with reliable, authorized service



Your reseller partners benefit from CESP too! It's a powerful and effective customer retention tool, enabling the kind of account control every partner appreciates. For those partners who lack their own service capability, CESP enables them to deliver fully authorized service for your shared customers on your products. CESP creates the kind of continuity that better assures the next technology refresh, renewal, or upgrade.

High-Value Services

Beyond distributing your products Tech Data's Global Lifecycle Management Services brings an unrivaled portfolio of services to CESP that deliver value throughout the complete product lifecycle. In addition to outstanding maintenance capabilities, we have other services that follow the complete product lifecycle - all the way from supply chain services to end-of-life management.

CESP includes:

- 3-year support
- Next business day on-site
- White-glove Service added to OEM 3-year standard warranty on new hardware
- Single toll-free number to call for all of your customer support needs
- Pre-imaged hard drive with break/fix repair
- OEM warranty facilitation
- Entitlement and warranty processing
- Normal business hours support
M-F 8am - 5pm

Options for program customization includes:

- Flexible maintenance programs
- Accidental damage coverage
- Advanced product exchange
- Optional on-site technician
- Extended OEM warranty term support
- Customer-owned spares management
- Site inventory and assessment services
- Extended support for other in-warranty installed base equipment
- Coterminal with new assets
- Extended warranty support programs
- After hours/weekend/holidays support

Keep All Your Commitments

Tech Data's Certified Extended Support Program enables the delivery of the services your largest and smallest customers need without violating the trust and commitment you share with your reseller partners.

To learn more, visit www.servicesbytechdata.com.