

# We're On Your Team



Tech Data's customer lifecycle management services team works with you — or as you — to give you the freedom to focus on the road ahead.

## The Situation

End-user client devices, like laptops, desktops, tablets, and smartphones, are the IT products most people come in contact with most, and are the technology product people use most frequently and are most familiar with.

A popular manufacturer of these devices was enjoying great success when they started encountering the inevitable challenges of a competitive market. In the face of fighting to maintain their market share position, they were having difficulty managing the long tail of their business, including the acquisition, development, and retention of new resellers to expand their markets.

With their channel partner management experience, this firm knew that it wasn't enough just to find new resellers, they needed to properly and efficiently onboard them, welcome them to the partner program and prepare them to be more successful. Their resources were so focused on maintaining the momentum with their very large partner accounts that generated large income. This left them with no resources to address accounts that were generating modest revenue, but had the potential to grow if properly cultivated.

## The Solution

They found an effective solution while discussing the challenge with one of their best partners, a distributor of their products, Tech Data.

Tech Data took the project head-on and quickly identified the first order of business. It was immediately apparent to the very experienced enablement team that partners already enrolled in the program had no guidance as to how to maximize the amount of money they could make selling these products and relevant services. They weren't claiming available Sales Performance Improvement Funds (SPIFs), nor taking full advantage of opportunities to nominate customers for available discount and bonus programs. The Tech Data team also showed resellers how to take better advantage of

“

*Tech Data had the people, the process, the infrastructure and most importantly, the experience in the channel, to give the customer the confidence that we were their best choice to become an extension of their company.*

— Antonio Masis,  
Director, Major  
Accounts and  
Shared Services.

”



available back-end funding programs that increased their gross margins from 3% to as much as 12.5%, a four-fold increase.

Turning back inward, they pointed out to the manufacturer's team that they had multiple websites for resellers to go to for various programs which added to the already significant confusion, especially for salespeople who were trying to take advantage of pricing programs while on the road. Reducing this down to one portal for all partner and customer programs quickly increased the participation percentages, resulting quickly in increased sales.

And Tech Data's customer lifecycle management team went far beyond leveraging available pricing programs to drive more sales. They also pursued organic growth by focusing on an area where many resellers have not invested sufficiently; marketing. They found several marketing programs and campaigns readily available from the manufacturer and encouraged the resellers to take full advantage of them. One good example was a customizable IT newsletter. The reseller had control over the content used, and who the newsletter was sent to in their markets. The team also encouraged resellers to conduct coordinated call down campaigns to call more attention to the information.

Nobody likes to call an 800 number for support and then sit on hold waiting for help. The Tech Data team made those calls for them, enabling the reseller to spend more time selling while Tech Data took care of backend administration and support. And as an additional benefit to the reseller, the Tech Data team became the fastest way to get a quote, saving time, and saving money.

## The Outcome

"For this vendor, the Tech Data CLM team started out calling on a list of 2,000 non-registered resellers in an effort to register them. Half of them were registered within six months," said Antonio Masis. "Tech Data effectively shifted their need from account acquisition to segmented and strategized account management. Sales continue to grow through very enthusiastic and well-supported resellers."

What started out as a handful of Tech Data services employees managing a \$12M segment of our customer's channel has become a team of over 100 services professionals that generates more than \$4B per year. This is the kind of partnering success that Tech Data Customer Lifecycle Management has developed for companies like yours.

### About Tech Data's Global Lifecycle Management Services

Your success in the IT channel continues with excellent solution provider enablement, but it doesn't end there. Tech Data Global Lifecycle Management Services delivers all of the services required to get the most value out of the IT channel, from recruiting, to training, to revenue and market share growth. Let us help you every step of the way. To learn more, visit [www.servicesbytechdata.com](http://www.servicesbytechdata.com).

“

*Tech Data effectively shifted their need from account acquisition to segmented and strategized account management.*

*Sales continue to grow through very enthusiastic and well-supported resellers.*

”

— Antonio Masis,  
Director, Major  
Accounts and  
Shared Services.