



# Tech Data's Digital Security Practice Builder

## Challenge

With more and more businesses investing heavily in security products and solutions, and with cyber crime only increasing, the time to power a sustainable security practice is now. For technology solution providers, it can be time-consuming and costly to figure out how to build a security business that offers customers the best value and stands out from the rest. Tech Data can help you capture this opportunity.

## About Digital Security Practice Builder

Security Practice Builder is a foundational methodology which offers solution providers a step-by-step approach to building a security practice or accelerating an existing practice. Tech Data now offers the award-winning Security Practice Builder experience online.

## How It Works

The on-demand program provides partners with an assessment of their current business and a roadmap to help partners choose their path toward greater security growth. This roadmap offers partners a foundational way to quickly increase their knowledge and expertise around security and gain proficiency in one or more vendor technologies. It is also a comprehensive outline of all of the key components that are needed to help our partners and their customers build a new technology practice or expand their existing technology.

Our digital curriculum includes the following critical components of a security practice:

- **Strategy Development**
- **Services**
- **Training and Enablement**
- **Sales Execution**
- **Marketing Services**

After taking the assessment and receiving access to the on-demand curriculum, the partner will have access to a Solution Practice Consultant who can assist the partner in additional growth strategies if needed.

## Program Objectives

Tech Data's Digital Security Practice Builder program helps partners rapidly build a profitable security practice that empowers them to:

- Expand market share with IT Security vendors
- Enhance security offerings with assessments, consulting services, managed services and education
- Deliver scalable solutions that support customer demands

## Business Outcomes

- Determine market potential for your security practice
- Develop a differentiated security solution portfolio
- Execute a training program for your sales and technical teams
- Build a marketing plan to promote your practice

Interested in learning more? Contact your Tech Data account representative or visit [practicebuilder.techdata.com/security](https://techdata.com/security/practicebuilder) to start your Digital Security Practice Builder today.