



TD SYNnex | *High Growth Technologies*

ISV Anchor Partner Alignment Guide

Ecosystem Incentives

Version 2 • November 2023



Navigating the Marketplace of Opportunity



In our Ecosystem, you have access to every conceivable type of ISV Anchor Partner, from cloud hyperscalers, data center IaaS providers, virtualization PaaS providers, security Ecosystem vendors and much more.

Making the appropriate choice of who to pursue an alliance with depends on three things. 1) What solution are you taking to market,

2) which partner program do you qualify for and 3) what is your GTM market strategy?

This guide can not provide you the answer to all of these questions, but every ISV Anchor Partner listed in the guide has dedicated part of their corporate strategy to providing valuable resources to SaaS solutions providers in our channel.



Looking for a Partner?

Approaching a new partner is hard, but whether you are connecting with an existing alliance partner from outside the channel, or pursuing a new alliance, we have you covered.

Before we introduce your opportunities, let's go over some inside terms.

ISV Anchor Partner - An ISV Anchor Partner is any vendor in our channel offering special incentives to ISVs for going-to-market with them. These incentives come in the form of inclusion in their marketplace, technical

certifications, business consulting and more.

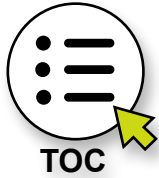
Solutions Aggregation - the ability to combine tech products and services with IP to deliver a business outcome.

At TD SYNnex, solutions aggregation is a dedicated six phase process designed to create scalable solutions for reseller partners.

Meaning, in addition to reaping the benefits provided by Anchor Partners in this guide, your IP can be a part of an in-demand solution taken to market in the largest tech distribution channel.

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As a Hitachi partner, you'll be able to talk about end-to-end transformation with world-class solutions that deliver the right data in the right place at the right time.

Reduce operational complexities, decrease time-to-market and streamline solution delivery with flexible IT integration and customization services.





Accelerated Development

Program Summary

Accelerated Development (AD) enables ISVs to complete key developmental milestones toward reselling on the AWS Marketplace.

Incentive

ISVs accelerate through milestones like Amazon Partner Network (APN), Enablement, Technical Validation and Go to Market Readiness in a fraction of the time it normally takes to progress (typically 9 months with AD versus 24+ months without AD).

Who Qualifies

Any ISV who is not yet fully onboarded to the AWS Marketplace, however partners who are earlier in their progress benefit most from Accelerated Development. AWS Partner must complete Services or Software Path Navigation Track.

DSOR

Program Summary

Designated Seller of Record (DSOR) is a transaction model on AWS Marketplace allowing Partners the ability to negotiate special pricing on ISV SaaS solutions. This allows Partners to gain margin on End Customer purchases of these solutions on the marketplace. TD SYNnex assists with these transactions to negotiate for possibly higher margins while expanding reseller and ISV market reach.

Incentive

ISVs have access to a broader TD SYNnex Reseller Partner base, potential co-sell opportunities and easily scale offers with DSOR.

Who Qualifies

ISVs must be a TD SYNnex vendor on our line card, be on the AWS Software Partner Path and have public listing(s) of their SaaS solution(s) available for purchase on the AWS marketplace.

Cloud Practice Builder

Program Summary

Cloud Practice Builder (CPB) is a development track built by TD SYNnex enabling our partners through review, training and consulting on their cloud practice/SaaS solution/GTM strategy. CPB prepares ISVs for the Foundational Technical Review (FTR), a prerequisite to listing SaaS solutions on the AWS marketplace.

Incentive

CPB and FTR come at no cost to participating ISVs.

Who Qualifies

Any ISV needing help assessing their cloud business and receiving assistance listing their solution on the AWS Marketplace.



ISV Success Program

Program Summary

Microsoft and TD Synnex offer a strong partner ecosystem dedicated to your growth. The Microsoft Cloud and commercial marketplace provide access to a large customer base, unlocking opportunities for app builders.

Partnering with TD SYNnex offers access to the Azure ISV empower fund, which includes free assessment tools, proof of concept and ISV accelerators. TD SYNnex's experienced engineers assist in building optimal, flexible and reliable infrastructure, alleviating administrative tasks. Trust in Microsoft and TD SYNnex as partners for a more sustainable future.

ISV Empower Funds

Incentive

Take advantage of the ISV Empower Funds Incentive. Modernization options include re-platforming, re-hosting, recoding, rearchitecting, re-engineering, interoperability, replacement and retirement.

Who Qualifies

Software vendors who plan to host their applications on the Microsoft Azure platform are welcome to apply for the program.

Additionally, ISVs looking to develop a software solution can join this program and use Azure to develop a SaaS solution, host it and sell it on the Microsoft platform.



The TD SYNnex Microsoft team is here to accelerate your business to a huge channel of customers

IBM Embedded Solutions Program

Program Summary

The IBM Embedded Solutions team is here to help ISV's fix a problem, fill in a gap or finish a solution with an IBM software technology. The IBM Embedded Solutions Team helps along the entire process from demo to POC.

Who Qualifies

The IBM Embedded Solutions team serves all ISV's providing a solution to a problem covering the Security, Fin-tech, Healthcare, Transportation, Logistics, Aviation, DOD/Government verticals and more.

Incentive

Product Development Accelerators (Demo/POC)

Explore expanded or new IBM technologies with direct access to technical experts and support.

Special Pricing and Cost Savings

Margin controls to reduce costs and upgrade protection and/or IBM.

Sales Accelerator Focused Scaling

Focus on net-new customer acquisitions, and current customer expansion for channel program development.



The NA IBM team is here to help you create unique solutions or services with IBM Technology



The Red Hat ISV Partner Ecosystem

Program Summary

The Red Hat ISV partner ecosystem offers choice, flexibility and confidence as you deploy applications across hybrid cloud environments.

Choose from a wide selection of innovative solutions that extend beyond application features, optimized for Kubernetes in cloud-native environments.

Who Qualifies

We collaborate with our partners to extend the value of Red Hat OpenShift in solutions for artificial intelligence and machine learning (AI/ML), application development, data, DevSecOps, network infrastructure and storage infrastructure.

Partnership with Red Hat

Red Hat has developed robust partnerships with industry leading software partners to provide you with access to a rich open source ecosystem for hybrid cloud technologies.

We make it easy for you to find the best partners for the right workloads by grouping offerings by focus, such as artificial intelligence and machine learning (AI/ML), application development (app dev), data, DevSecOps and infrastructure.

Knowing that Red Hat has carefully selected and vetted the software partners in its ecosystem provides you with confidence for selecting, deploying and using the workloads you need from the partners you choose.

Simplify decisions and make more efficient use of infrastructure to accelerate your digital transformation.

The partnership between Red Hat and its software ecosystem extends beyond a contract. Together, we participate in collaborative and innovative development that addresses business challenges and pain points with software that is not only compatible with, but written for and optimized to run on Red Hat infrastructure.

We provide the tools, content and expertise to help you do your job more efficiently, operate more flexibly, maximize application automation and digitally transform.



The NetApp Technology Alliance Partner Program

Program Summary

The NetApp Technology Alliance Partner program supports the development and promotion of joint solutions that NetApp and its technology partners offer to customers, channel partners and sales teams. By joining the Technology Alliance Partner program, members gain access to a broad range of technical and marketing benefits that help accelerate product development, expand market awareness of the joint solutions and ultimately drive customer success.

Who Qualifies

The NetApp Technology Alliance Partner program welcomes ISVs who solve customer challenges leveraging NetApp technologies. Cloud-native, hybrid-cloud, and on-premises ISVs are represented in the program. Program ISVs range from IT operations like backup/disaster recover, modern DevSecOps, and innovative AI/ML companies. At the core is data, and how customers protect, secure, and benefit through solutions created by NetApp and its partners.

Incentives

The NetApp Technology Alliance Program has three tiers from Advantage, Preferred to Global, with a fourth tier for Industry Solution Partners.

Advanced tiers are open by invitation only. ISVs are encouraged to join as an Advantage Alliance Partner and prove the stickiness of their solution paired with NetApp technology.

Advantage Tier Partner Benefits

- Free web-based NetApp product training courses
- NetApp Partner Access Lab for interoperability testing and validation
- Developer Network Community
- NetApp Compatible Program for validated solution
- NetApp Partner Directory to promote your company and solution profiles
- Use of program and NetApp compatible logos
- Co-branding marketing templates and Sponsorship opportunities at events



IBM Embedded Solutions Program

Program Summary

Sharpen your expertise.

Choose from a badging framework focused on three areas of market competence: Edge-to-Core-to-Cloud Infrastructure, Intelligent Data Operations and Data-Driven Solutions. With self-serve, mobile-friendly access to a portal full of resources, you'll know how to target complex customer needs and sell from our entire range. You'll see how to link functionality and features directly to business outcomes.

Expand into new markets.

Tap into a rich stream of new prospects ready for digital transformation. Our 100-year, real-world heritage gives us a deep understanding of industries like energy, utilities, manufacturing, construction and transport. Combined with over 50 years at the leading-edge of IT, we have the OT/IT integration expertise no other tech provider can offer. We've baked this expertise into our IoT, IIoT and Smart Spaces portfolio as well as our Partner Learning Platform.

Who Qualifies

Partners must opt in to the Hitachi Vantara Incentives program and hold two sales accreditations and one pre-sales accreditation.

Incentive

Accelerate Your Wins

Earn big bucks for Hitachi Vantara net new account pursuits, appointments and deal registrations.

Brain-N-Gain

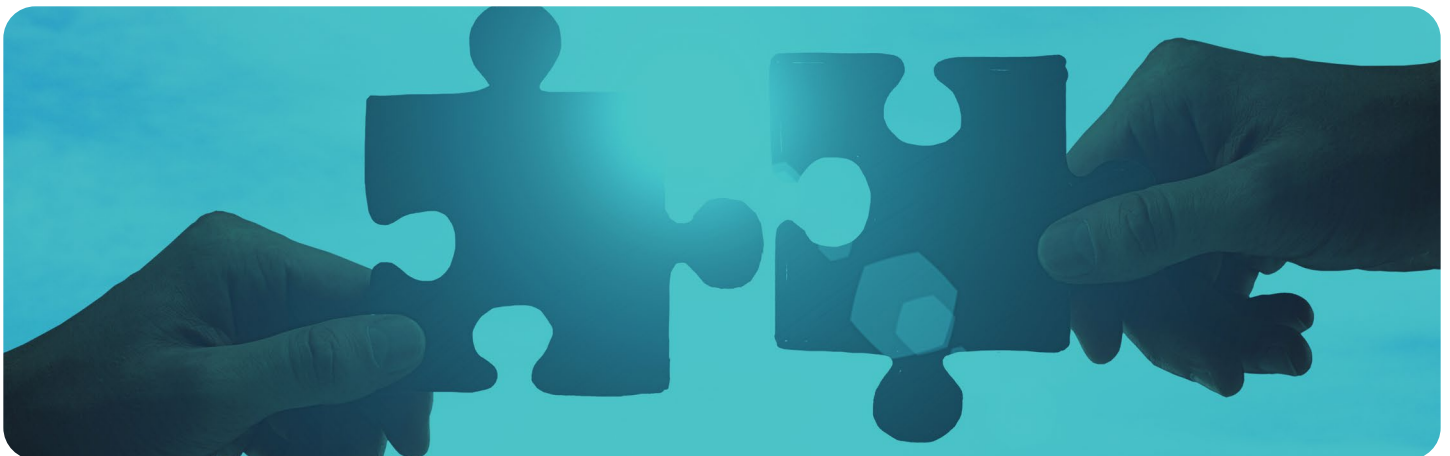
Partner reps can earn up to \$600 for gaining sales and presales expertise.

Every Quote Counts

Partner reps can earn \$250 for each competitive price quote requested.

Big Money for New Deals

Close net new deals and earn \$4,000. (\$2K for sales rep + \$2K for tech rep)



Integration Services

Reduce operational complexities, **decrease time-to-market** and streamline solution delivery with flexible IT integration and customization services.

Product Design and Prototyping

- Architect solution
- First article builds
- Proof of concept (POC)
- Demo locations
- Hosted customer-specific VM
- Product training
- Pre-engineering support

Endpoint Device Configuration

- BIOS and firmware updates
- Hardware and software installation
- Validation testing
- Imaging
- Device enrollment
- Complex wireless network prep

Complex Converged Assembly

- Design validation
- Build to order (BTO) — blades, chassis and servers
- Rack assembly
- Routers, switches and wireless integration
- Load custom imaging, applications and OS

Customization

- Laser etching/marketing to white-label your company logo
- Asset tagging/serialization
- Labels and tags (UID, RFID)
- Finish options
- Shipping, Packaging, Over-packing
- Kitting and accessory management

Companies who Made the Shift

SHARP **Extreme**
networks**COHESITY****AHEAD****silk****FUJITSU****Quantum**

Digital River

Minimize your Cost of Sales and Maximize Revenue

Partnering with TD SYNnex

TD SYNnex is a leading global distributor and solutions aggregator for the IT ecosystem. We're an innovative partner helping more than 150,000 customers in 100+ countries maximize the value of technology investments, achieve business outcomes and unlock growth opportunities. Our edge-to-cloud portfolio is anchored in the highest-growth technology segments including cloud, cybersecurity, big data/analytics, IoT, mobility and everything as a service.

[Click Here to Get Started](#)



1,500+
VENDORS/OEMS



100+
COUNTRIES SERVED



DEEP
VENDOR
RELATIONSHIPS



200,000+
PRODUCTS
& SOLUTIONS



#109
FORTUNE
100 LIST



150,000+
CUSTOMERS



22,000+
SKILLED
CO-WORKERS



\$60.6B
FY21 REVENUE