

A Powerhouse by Design to Accelerate Public Sector Growth

FEDERAL / STATE & LOCAL / EDUCATION

Who is TD SYNnex Public Sector?

- A powerhouse by design – an organization with maturity in its ranks and innovation in its DNA.
- An always evolving, next generation team with a combined 75 years of dedication and service to the public sector.
- An organization that combines the strengths of three organizations to form a targeted, successful public sector solutions aggregator, while also bringing the capabilities of a broadline distributor.
- Part of a global company comprised of IT pioneers and champions of innovation that empowers U.S. public sector organizations and their industry partners to transform technology to achieve mission success.
- An organization that brings an experienced and specialized workforce focused on the public sector with an additional reach back to corporate's 22,000+ of the IT industry's best and brightest.
- A company that offers the public sector ecosystem scale, advantage, insights, action, specialization and strength.

What does our new brand mean for stakeholders?

- We understand how to do business with the U.S. public sector and enable compliance, provide full lifecycle support, and mitigate risk for our vendors, channel partners, and end-users.
- We have a team of professionals with decades of combined experience navigating the complex public sector market to create value and ease for our stakeholders.
- **For Vendors:** We define a better route to the market through our Diversity Alliance Program, Communities of Interest, and persona-based marketing to identify opportunities and reach targeted buyers.
- **For Channel Partners:** We help advance solutions to end-user customers with our proprietary Confirmed Stateside Support (CSS) provides U.S. Citizen, U.S. soil technical support so you are better positioned to win strategic business opportunities.
- **For End Users:** We help streamline procurement with our proprietary Enterprise Agreement Platform (EAP) to provide asset visibility and tracking for our end-users. Our Secure Software Factory offers pre-vetted solutions that are ready to meet the public sector's complex IT needs efficiently and within budget.

Focused on Public
Sector since 1991

400
Employees

Technical Enablement
& Support Services

Demand Generation &
Channel Enablement

Strategic Tech
Domain Alignment

Market Sector
Expertise

100 Contract
Vehicles

250 Vendors to
Choose From

10,000+ Partners
(Fed & SLED VARs,
SIs, MSPs)

> \$1 Billion in Diversity
Alliance Program

Vendor-Certified
Sales Team

Combined Power
of Tech Data, Synnex
and DLT

CHANNEL PARTNERS

What they care about:

- Standing out amongst other resellers
- Being successful in a competitive environment
- Competing with large businesses on equal footing
- Increasing sales and revenue
- Delivering & sustaining U.S. public sector business

How TD SYNEX Public Sector helps:

- We have dedicated reps that work with small and medium-sized businesses like yours to accelerate U.S. public sector growth
- We enable compliance, provide full-lifecycle support, and mitigate risk for our partners
- We have over 1 million U.S. public sector contacts that we can leverage to drive opportunities
- Our proprietary Confirmed Stateside Support (CSS) provides U.S. Citizen, U.S. Soil 24/7/365 technical support to public sector customers with sensitive data sets so you are better positioned to win strategic business opportunities
- We add operational advantage and scale to our partner relationships, bringing unmatched talent and resources in our pursuit of successful mission outcomes

VENDORS

What they care about:

- Finding an easier way to deliver value
- Overcoming the high barriers to entry
- Being successful in a competitive environment
- Scaling to grow the business to prevent stagnation
- Developing pipeline of revenue for years to come

How TD SYNEX Public Sector helps:

- We are a vendor champion with a demand generation engine
- Our proprietary Confirmed Stateside Support (CSS) provides U.S. Citizen, U.S. Soil 24/7/365 technical support to win strategic business
- Our Diversity Alliance Program enables strategic opportunity-pursuit strategies, providing line of sight into more public sector opportunities
- Our communities of interest and persona-based marketing enables messages to reach targeted buyers more efficiently and increase awareness
- Our public sector expertise makes us the ideal partner to help amplify a vendor's brand – from the top of the funnel to technical execution – to find targeted opportunities that deliver revenue for years to come

END USERS

What they care about:

- Being recognized as a successful leader
- Get the right IT solutions to deliver on mission
- Meeting schedule, budget, and scope
- Successfully navigating the acquisition process
- Modernizing their agency's IT systems

How TD SYNEX Public Sector helps:

- Our excellence and processes, refined over decades, ensure compliance, mitigate risk, and enable full lifecycle support
- We have a complete technology portfolio
We make it easy to procure innovative and cutting-edge technology that delivers results
- We have industry-leading practitioners and former government employees who can share expertise
We can modernize an agency's technology to help meet program goals and objectives
- Our proprietary Enterprise Agreement Platform (EAP) streamlines the procurement process
- Our Secure Software Factory offers pre-vetted solutions to meet IT needs within budget
- Our Diversity Alliance Program ensures procurement for the right type of business need

Key Differentiators

Distribution	Specialization	Expertise	Ease	Engagement	Support
Ability to stock inventory, ship, and manage logistics	Domain-specific solutions from cybersecurity to IT infrastructure	Deep bench of subject matter and industry-leading experts	A “one stop shop” total solution for vendors, partners and end-users	Channels and programs around five technology domains to lift demand	Full lifecycle from plan to procurement to execution to results