



iT1 Source's Cloud Practice Builder Breakthrough

Thanks to AWS Partner Transformation Program Powered by Tech Data



About iT1 Source

iT1 is a global technology solution provider, headquartered in Tempe, AZ. Its core capabilities include virtualization, data management, communications, networking, professional and managed services and corporate procurement. iT1 works closely with industry leading manufacturers and serves thousands of active accounts in virtually every commercial industry plus Federal, state, local and education (SLED) agencies. iT1's mission is to provide value-driven services in the design and implementation of customized technology solutions for its clients, allowing them to achieve their stated business goals. iT1 has been recognized by the Phoenix Business Journal with its "Best Places to Work" award many times running.

Tech Data Cloud Practice Builder and the AWS Partner Transformation Program

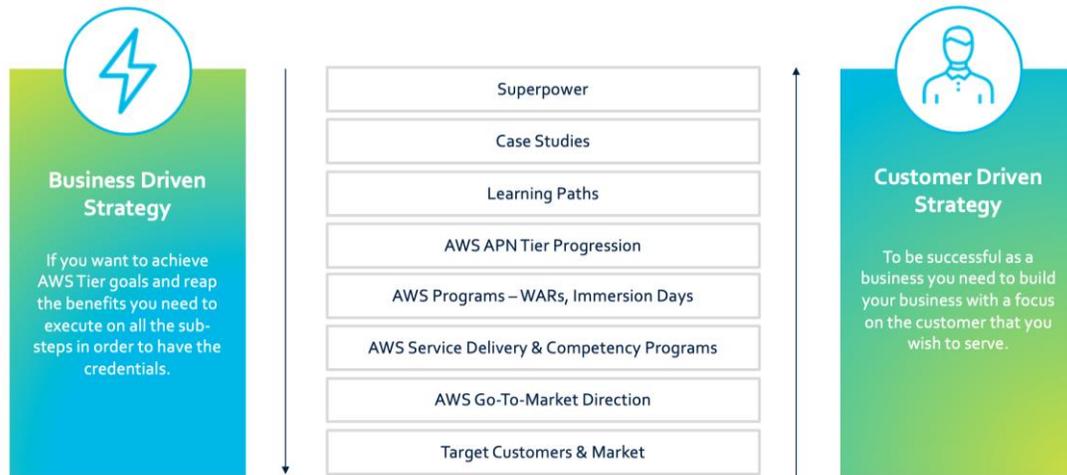
Tech Data provides a variety of Cloud Practice Builder engagements to help cloud partners transform and accelerate the growth of their cloud business. Based on the strength of our partner enablement delivery, AWS has authorized Tech Data to deliver its exclusive AWS Partner Transformation Program Powered by Tech Data (PTP) for Public Sector Partners. PTP is a high-touch, 1:1 consulting engagement designed to drive a partner's evolution into a successful, thriving and independent AWS cloud solution provider.

iT1's Challenges

iT1 had launched their cloud practice 3 years earlier and found that there was still much they needed to accomplish, and that the business was evolving very quickly. While they had developed a practice, they found that incorporating AWS was more complex. They realized that they needed help. iT1 was made aware of the PTP and Tech Data's delivery thereof by their AWS Partner Technology Manager. In fact, the ability to get tailored consulting and comprehensive training and support from Tech Data contributed to iT1's decision to partner with Tech Data and leave its previous distributor who did not offer such opportunities or make similar investments in their relationship.

One of the challenges iT1 faced, like many partners, was to address what Tech Data calls the AWS Strategic Alignment Stack – strategic decisions related to everything from superpower, competencies, AWS programs, training journeys, target markets, etc. "Tech Data's consultants helped us to understand our options and drive toward the right decisions for all elements of the stack, enabling us to advance our practice in an aligned and efficient manner.

Not only did Tech Data's targeted guidance save us time and money laboring over decisions, but it greatly reduced our decision-making risk and gave our sales and delivery teams the confidence we needed to go after AWS deals", shared Guy Steinbrink, iT1 Principal.

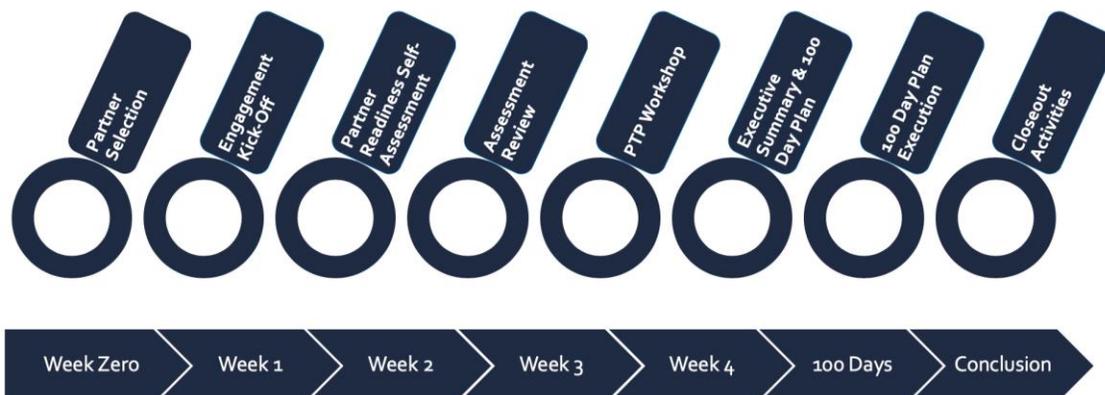


Tech Data's AWS Strategy Alignment Stack

How did PTP help?

Going into the engagement, iT1 had questions about the right mix of sales, pre-sales and delivery resources required, along with the training they needed. They needed their sales team to be trained on selling AWS effectively, and to understand how selling AWS differs from selling other cloud platforms. iT1 also wanted to get feedback and direction on their marketing strategy as well as access to qualified resources that could help them execute effective public sector focused campaigns. From both a sales and delivery perspective they wanted to understand how going to market and growing their AWS practice was going to be different than other practices they had launched in the past. They also wanted to clarify their strategy for how they were going to differentiate their business from other partners to make their mark in the AWS ecosystem.

"Tech Data and their methodology for delivering PTP provided us with a format to understand and focus on the right elements of a successful cloud practice and to put them together strategically, helping us to achieve clarity of vision toward our critical path to success" said Shelly Cymbalski, iT1 VP Marketing and Partner Programs. Tech Data started by performing discovery with a comprehensive gap analysis of current state readiness. As part of the process to address identified and agreed upon gaps, Tech Data consultants and Subject Matter Experts (SMEs) provided iT1 with consultations, workshops, presentations, tools and more. The sessions addressed an individualized selection of topics key to iT1's transformation success as a cloud business, public sector partner, and AWS technology solutions provider. These sessions provided immediate benefit and established open-ended relationships with both Tech Data and AWS resources to support iT1's success going forward.



Tech Data PTP Delivery Methodology



What were the results?

One of the benefits of Tech Data's delivery of PTP for iT1 was an overall increase in the organization's confidence around their AWS practice. They felt positive that they were focusing on the right workloads and solution sweet spots, targeting the right markets, going after the right AWS credentials, taking the right training journeys, and more. For example, as a result of the PTP's Services Gap Analysis iT1 made the decision to change the AWS Competency it planned to focus on earning. iT1 learned a number of strategies to increase its AWS margins in ways that required the lowest level of time and effort. iT1 learned about MRR driven incentive compensation plan formats to motivate its sales team to focus on AWS. iT1 also had the revelation that they needed to build out pre-sales and post-sales offerings and services in order to achieve their AWS goals. Selling AWS alone was not going to do it, something they learned much more quickly than they had been able to do on their own.

On top of that, iT1 gained confidence from the relationships they established with the Tech Data and AWS SMEs that advised them. They worked with these resources on topics related to going after deals – from AWS technical topics, margin optimization strategies, public sector RFP capture and response, contracts, services delivery, and agency specific guidance.

According to Guy Steinbrink, "Sales reps are much more confident about how to position and sell AWS solutions. As a result, we have been able to triple the number of opportunities in our pipeline and the dollar value of the opportunities are much larger than they had been before. We are winning deals, the practice is growing, and everyone is excited about where the business is going".

Advice to other partners

"We want to express our appreciation to the Tech Data team for all the work they put in and their active follow up on our Cloud Practice Builder PTP. Even though the engagement has been completed, our team is still having bi-weekly meeting just as we did for sprint reviews. The program provided us with a structure and discipline that is going to keep us on track moving forward. Thank you for that", says Steinbrink. "We now have the foundation that we need to accelerate our growth".

"Our advice to other partners is to commit fully to the program. There is a lot to do depending upon where you are starting from, but there is also so much to be gained. Following Tech Data's methodology for PTP delivery helped us to achieve the kind of change that we needed in order to get our business to the next level that we wanted. This is not a fluff program with nothing behind it. Take it seriously."