

Practice Builder At-A-Glance

New Opportunities for Growth

Your customers' businesses are constantly evolving to keep pace with the market and the rapid rate of change. Across almost all industries, technological innovation is a key driver. The latest technologies can help your customers optimize their businesses or create new forms of competitive advantage. As their trusted advisor when it comes to technology, they're looking to you for help. They expect you to know about all the latest developments, and how to access everything from mature technology vendors to new emerging cutting-edge start-ups. What's more, they anticipate you will naturally have all the right tools, expertise and ecosystem contacts. But who's helping you?

Discover Practice Builder From TD SYNnex

We help you work on your business, putting it in the best position to innovate using the latest technology solutions that deliver excellent business outcomes and meet your customers' evolving needs. Through Practice Builder, we make it easier and less costly to evolve, transition and specialize in high growth technologies such as:

- Artificial Intelligence (AI)
- Cybersecurity
- Data Analytics
- Hybrid Cloud
- Internet of Things (IoT)
- Vertical Market Solutions

Navigate Change for New Business Direction

For over a decade, the Practice Builder methodology has been helping partners all over the world strengthen their capabilities, scale, specialize and drive profitable growth.

Trusted advisors are expected to know how to take a business with a challenge and map out a clear path to solve the challenge using technology to deliver the desired business outcome.

To stay ahead of the technology curve, it's important to focus on your own transformation needs.

“ Building our practice and capability through Cloud Practice Builder fundamentally changes the way you look at and approach customers. ”

John Zemonek,
CEO, Aligned Technology Group

Get started today -
our team is ready
to hear from you!

North America

Visit Our Site

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Latin America
and Caribbean

Visit Our Site

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Europe

Visit Our Site

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Asia Pacific
and Japan

Visit Our Site

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One Program. One Point of Contact. Endless Opportunities.

TD SYNnex has unmatched scale and resources, meaning we can give you access to everything you need to work on your business:



Tools



Resources



Subject matter experts



Technology providers



Business transformation

Five Steps to Help Your Business Evolve and Grow

1. **Enroll** – We'll understand your goals and, from there, determine the Practice Builder journey that will help you build, develop or evolve a successful business practice.
2. **Assess** - Complete the transformation maturity assessment to generate insights and actionable recommendations on how best to grow and evolve your business. We'll help you assess your readiness to change and the different directions you want to take your business in.
3. **Strategize** – We'll work with you to develop a strategy for whichever direction you want to take your business:
 - Specialize around a vendor specific solution.
 - Develop expertise around a vertical market solution.
 - Build capabilities around a technology area or solution.
 - Develop new business models and delivery mechanisms.
4. **Build** – There are different ways you can experience Practice Builder:
 - Self-paced - Consume step-by-step digital enablement content at your own pace.
 - One-to-many workshops - Typically a four-week process where you participate in high energy workshops with other like-minded IT professionals to build a product or solutions led go-to-market offering.
 - One-to-one consultancy - In depth consultancy to help you develop a solutions practice (not available in all countries).
5. **Evolve** – Start on your path to new revenue streams and offerings.