

# BOOST PROFITS, EFFICIENCY, AND PIPELINE: SELLING NETAPP KEYSTONE THROUGH TD SYNEX



## Enhanced Market Research and Visibility

Established presence in the partner ecosystem and access to a wide spectrum of current and new NetApp partners allows NetApp greater visibility and presence in the market, bringing new opportunities to NetApp for Keystone.

## Improved Partner Engagement and Enablement

Distribution initiatives and campaigns include workshops, webinar series, demand generation, and certification programs aimed at developing partner execution, pipeline generation, and partner engagement that result in faster Keystone pipeline.

## Strategic Growth and Coverage Plans

Distribution has dedicated field sales teams that allow NetApp to implement a robust coverage plan that targets specific accounts, sales segments, and regions. Distribution also provides partners with MDF funds.

## Sales Motion and Incentives

Distributor SPIFs, rebates, and incentives maximize margins and overall profitability for partners while still meeting end user price expectations. Many of our partners earn backend rebates for all the business they run through our distributors. These rebates and incentives, stacked with distribution SPIFs and NetApp incentives, can increase the overall profitability of every Keystone deal. With increased profitability our partners are not only more likely to drive more Keystone opportunities but will also ensure that they are competitive in each deal.

## Wider Reach Creates Sales Efficiency

Distribution branches out into the entire data center and has subject matter experts for all the vendors they support allowing them to build out comprehensive offerings with complimentary technologies and services on behalf of the partner that can increase the overall deal size for NetApp and the partner with the best possible pricing. This frees up time for the partner to go sell more.

## Distribution Lead Operational Efficiency and Support

- Distribution utilizes the UCPQ process that mirrors that of a traditional CapEx transaction where they can quickly configure and quote eliminating the need for one-off order forms leaving more time for NetApp and partners to focus on selling the benefits of the NetApp solution.
- Distribution manages the billing process for Keystone with the partners eliminating the operational burden and lets them focus on revenue generating activities.
- Distribution manages the logistics for cross border and multi-currency deals

## Payment Flexibility Opportunities

Distribution provides favorable and often more flexible credit terms and payment options for partners which help them financially manage an OpEx model by freeing up cash flow and giving them more time to collect payment from the customer.



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