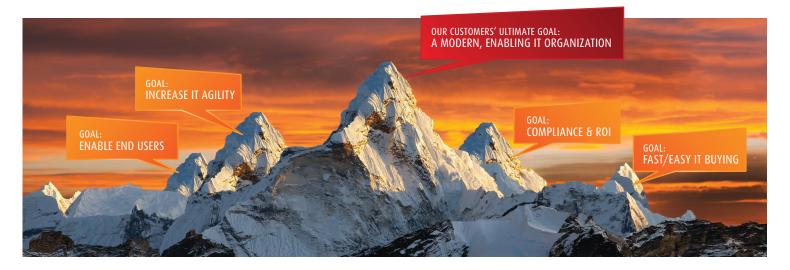
# softchoice overview THE CHANGING WORLD OF IT



Organizations from across North America partner with Softchoice to solve four key issues.

### **Enable End Users**

### Their objectives:

- + Be more productive
- + Be more collaborative
- + Be more mobile

#### Their challenge:

Today's business users demand easy access to work tools. They expect to work on any device, any time - from any place. IT struggles to understand the real needs of the business, and this lack of understanding impacts adoption, and affects the integration of new tools.

"When users aren't consulted about IT projects and the deployment of technology, they are 3X more likely to quit."



### **Increase IT Agility**

#### Their objectives:

- + Leverage the public cloud
- + Compatible data center
- + Get their network ready

#### Their challenge:

Cloud technologies move too fast for CIOs to keep pace. Also, public cloud is often implemented ad-hoc. This means decisions are made without considering the overall impact on the data center and network - which prevents realizing the full benefits of the cloud.

"By 2019, investment in the public cloud will grow from \$70 billion in 2015 to more than \$141 billion."

### Compliance & ROI

#### Their objectives:

- + Reduce risk
- + Reduce waste
- + Maximize ROI

### Their challenge:

IT Asset Management (ITAM) is often overlooked or neglected. Tools are expensive and complex, data is disperate, and licensing programs are complex. With the cloud, staying on top of what's being consumed - and what should be paid for - is harder than ever.

"By 2020, 80% of software vendors will abandon licensing and maintenance for subscription models."

### Fast/Easy IT Buying

#### Their objectives:

- + Quick and efficient supply chain
- + Simple-to-use buying tools
- + Automated procurement process

#### Their challenge:

Most companies lack the automation, tools and processes to enforce internal buying controls, while enabling a consumer-like shopping experience. This results in user dissatisfaction, and pushes Lines of Businesses to procure technology themselves.

"Up to 30% of IT spending will happen outside the allotted IT budget within the next few years."







## Unleashing the potential of people & business through technology

Softchoice is one of the largest IT Solution and Managed Service providers in North America

Every day, thousands of organizations rely on Softchoice to provide insight and expertise that speeds the adoption of technology, while managing cost and risk. Through our unique points of view, we challenge leaders to think differently about the impact of technology on their employees and customers.

### Softchoice helps customers in four ways



We enable end users

We start with user + business needs, not technical requirements.

We define use-cases, and inventory all collaboration and productivity tools.

We then create an implementation plan to drive the desired business outcomes.



We enable hybrid IT

We prioritize applications, not platforms.

This means taking an app-centric approach to getting networks and datacenters modernized, and embracing the public cloud - with a plan that supports a customer's prioritized applications.



We enable asset management

We're focused on ITAM in a hybrid cloud world.

Our 50+ experts use proprietary tools to deliver a modern approach to ITAM. We connect the dots between usage, software and cloud contracts, and deployed assets, to deliver clarity on compliance and ROI.



We enable procurement

Our virtual supply chain ensures we only sell what customers need.

Through softchoice.com, combined with our Inside Sales Account Managers, customers buy technology products quickly, cost-effectively, and in a trouble-free, transparent way.

### **Featured Vendor Certifications**

Cisco Masters: Cloud, Managed Services & Collaboration	Networking, collaboration, datacenter & security
Microsoft Gold-Certified Professional	Enterprise software advisor, Office 365 & Azure planning, migration and management services
VMware Premier Partner Professional Services	Software defined datacenter, NSX service provider
<b>Dell</b> Premier Plus Partner	Client computing, datacenter transformation and managed services
HPE Platinum Partner	Converged infrastructure
Lenovo Premier Services Provider	End-user computing, Hyper-Convergence and x86 computing
NetApp CTAP Certified	Flexpod, managed services, clustered migration expert
AWS Consulting & Audited Managed Services Partner	Planning, DevOps, application mapping, migration and managed services

### Softchoice By The Numbers

#1 Microsoft Cloud Deployment Partner
#1 Microsoft Azure Partner
(Marketshare)
#3 Global Ranking of Managed Services Partners

75+ ITIL-Certified Resources

500+ Technical Resources
60 Softchoice Services
NPS Score

650+ Managed Services Clients

12 Straight Years Voted By Employees As Best Workplace
1,600 Employees (And growing)

5,000+ Paid Volunteer Days Taken by Employees