softchoice overview
THE CHANGING WORLD OF IT

OUR CUSTOMERS' ULTIMATE GOAL:
A MODERN, ENABLING IT ORGANIZATION

GOAL:
INCREASE IT AGILITY

GOAL:
ENABLE END USERS

GOAL:
COMPLIANCE & ROI

GOAL:
FAST/EASY IT BUYING

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

Enable End Users	Increase IT Agility	Compliance & ROI	Fast/Easy IT Buying
Their objectives:	**Their objectives:**	**Their objectives:**	**Their objectives:**
+ Be more productive	+ Leverage the public cloud	+ Reduce risk	+ Quick and efficient supply chain
+ Be more collaborative	+ Compatible data center	+ Reduce waste	+ Simple-to-use buying tools
+ Be more mobile	+ Get their network ready	+ Maximize ROI	+ Automated procurement process

Their challenge: *(Enable End Users)*
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.

Their challenge: *(Increase IT Agility)*
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.

Their challenge: *(Compliance & ROI)*
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.

Their challenge: *(Fast/Easy IT Buying)*
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.

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

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

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

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

softchoice

IDC — Analyze the Future

Gartner®

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
Dell 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