softchoice overview
THE CHANGING WORLD OF IT

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

GOAL:
ENABLE END USERS

GOAL:
INCREASE IT AGILITY

GOAL:
OPTIMIZE IT INVESTMENTS

GOAL:
FAST/EASY IT BUYING

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

Increase IT Agility

Their objectives:

+ Leverage the public cloud
+ Transform the 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.

> "**90% of organizations** using a hybrid cloud approach claim greater ROI than all-traditional or all-cloud environments"

IBM

Enable End Users

Their objectives:

+ Be more collaborative
+ Be more productive
+ 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.

> "**94% of employees** say they rely on collaboration technology to do their jobs, and yet 78% frequently experience technical issues when they do"

softchoice

Optimize IT Investments

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 disparate, 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.

> "**39% of software** installed around the world is not properly licensed"

The Software Alliance
BSA

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 business to procure technology themselves.

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

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 hybrid IT

We prioritize applications, not platforms.

This means taking an app-centric approach to transforming data centers, modernizing networks, *and* adopting the public cloud - with a plan supporting your prioritized applications.

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 your desired business outcomes.

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

We deliver the right technology where and when you need it.

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	**28** Years in business	**685+** Managed Services Clients

12 Straight Years Voted By Employees As Best Workplace	**1,700** Employees (And growing)	**5,000+** Paid Volunteer Days Taken by Employees