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.

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**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.

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**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.

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**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.

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“90% of organizations using a hybrid cloud approach claim greater ROI than all-traditional or all-cloud environments”

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

“39% of software installed around the world is not properly licensed”

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

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

<table>
<thead>
<tr>
<th>#1 Microsoft Cloud Deployment Partner</th>
<th>#1 Microsoft Azure Partner (Marketshare)</th>
<th>#3 Global Ranking of Managed Services Partners</th>
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</thead>
<tbody>
<tr>
<td>75+ ITIL-Certified Resources</td>
<td>500+ Technical Resources</td>
<td>28 Years in business</td>
</tr>
<tr>
<td>12 Straight Years Voted By Employees As Best Workplace</td>
<td>1,700 Employees (And growing)</td>
<td>685+ Managed Services Clients</td>
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<tr>
<td>5,000+ Paid Volunteer Days Taken by Employees</td>
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Connect with us today. 1.800.268.7638 | www.softchoice.com |