softchoice

Unleashing the potential of people and technology

Our goal is simple: We bring clarity to the complexities of IT. We help organizations use technology to become more productive, more competitive and ultimately, more successful. We provide the technical know-how to help you make great decisions and turn your vision into reality.

As a **$1-billion** solutions provider, Softchoice serves the needs of 20,000 organizations in more than 40 local markets across North America. Leveraging our partnership with VMware, we deliver services that allow businesses to accelerate their transition to holistic private and public cloud solutions.

Consult

We offer holistic advisory services that link business outcomes to technology design. This means virtualization and desktop virtualization assessment services that leverage IT data to help you make informed decisions and speed the execution of projects. Also, deep expertise in networking, data center, unified communications and end-user computing to assist you in developing your journey to the cloud.

Softchoice offers free VMware Licensing consultations via an Installed Base Report (IBR). This is the master list of all licenses a company purchased regardless of where the licenses were procured (VAR, OEM, VMware Direct etc). IBR's provide visibility into all purchased licenses, end dates of support contracts and promotional products you may not be aware you own. Call your Softchoice account manager to request an IBR for your company.

Implement

We deliver holistic solutions that include technology design with specialists focused on VMware and it's natural role in the data center. We also offer strategic fulfillment services to enable hardware procurement and software licensing - all delivered at the right time and supported by end-to-end project management.

Manage

By leveraging our IT asset management and managed services offerings, we optimize efficiency and maximize the value of your IT investments over time.

Why Softchoice?

With the lighting speed of innovation, there's a lot of information and many moving parts to consider. From providing reliable delivery on the technology products you use at your desktop every day, to leveraging our dedicated VMware experts to implement an advanced cloud architecture, we're here to turn your vision into reality.

vmware®
PARTNER
PREMIER
CORPORATE
RESELLER

Quick Stats
• Top VMware Solution Provider in North America
• CRN Top 250 Tech Elite: Top Solution Providers in the Channel
• 1200 employees
• 40+ local branches across North America
• 400 + VMware-certified sales professionals
• 60 + Solutions Architects with VMware, virtualization, private and public cloud, and end-user computing expertise.

VMware Premier Authorized Consultant with specializations in:
• vCAN Aggregator
• Business continuity
• Desktop virtualization
• Infrastructure virtualization
• Virtualizing business critical applications
• Management
• Cloud IaaS

• Cisco Gold Partner
• EMC Gold Partner
• NetApp Star Partner

Virtualization Assessments Include:
• vSphere 6 Upgrade
• VMware vSphere JumpStart
• Desktop Virtualization Assessment
• Virtualization Optimization Assessment
• Licensing TechCheck