



# Journey to Triumph

The TD SYNEX Roadmap for HPE GreenLake Achievement

---

# Unlock Your Business Growth

## TD SYNnex Empowers Partners with HPE GreenLake Expertise

### Introduction

Welcome to the HPE GreenLake Partner Playbook tailored for TD SYNnex reseller partners. This guide provides an overview of the HPE GreenLake solution, key benefits for resellers, and strategies for successfully promoting, selling, and supporting the solution to customers.

Our dedicated team, rich with experienced professionals, is passionate about ensuring that our partners not only understand but excel in delivering the HPE GreenLake proposition. Recognizing the intricacies of the as-a-service model and the unique challenges it presents to your end-customers, we are committed to supporting you at every juncture. From initial inquiry to final implementation, TD SYNnex is here to ensure your success and the growth of your business.

### Understanding HPE GreenLake

HPE GreenLake is a flexible, as-a-service offering that brings the cloud experience to apps and data wherever they reside. It provides scalability, pay-as-you-go pricing, and faster time-to-value, enabling businesses to focus on innovation.

Key Features:

- On-premises IT as a Service (ITaaS)
- Scalable infrastructure
- Metered usage with pay-per-use pricing
- Simplified IT operations
- Hybrid cloud capabilities

# Maximizing Your Returns

## Reseller Benefits of Partnering with TD SYNEX on HPE GreenLake

In the evolving landscape of IT solutions, the strategic alliance between TD SYNEX and HPE GreenLake offers resellers an unmatched opportunity. As the market increasingly embraces as-a-service models, aligning with a seasoned leader in the field positions resellers at the forefront of this transformation.

Before diving into the specific advantages, it's essential to understand the broader context: partnering with TD SYNEX on HPE GreenLake is not just about adding another offering to your portfolio; it's about future-proofing your business, tapping into new revenue streams, and ensuring relevance in a cloud-centric world.

### Benefits for Resellers

- **Recurring Revenue Streams:** Adopt a subscription-based model.
- **Enhanced Customer Loyalty:** Provide ongoing value to customers through managed services.
- **Up-sell and Cross-sell Opportunities:** Offer complementary services and products in addition to change orders alongside HPE GreenLake.
- **Early Market Entry:** Utilize the TD SYNEX and HPE's trusted brands to position your company as a leader in ITaaS.

# Qualifying Your End-Customers

## Questions to Qualify Customers

1. Is there a requirement for your business to be more agile?
2. Is your requirement for infrastructure growing?
3. Is your infrastructure consumption variable or unpredictable?
4. Are you over-provisioning to handle business demands?
5. Would a transparent bill for infrastructure be a benefit to your business?
6. Do you encounter capital constraints?

# The Unparalleled Benefits & Features of HPE GreenLake

## HPE GreenLake: Seamless, Scalable, and Simply Revolutionary

BENEFITS	FEATURES
<b>Cloud Experience with On-Premise Control</b>	Agility, Security, Compatible with Multiple Vendors, Data and Application Performance
<b>Pay-As-You-Go</b>	No More Overprovisioning, Use-Based Costs, Flexibility
<b>HPE GreenLake Central Dashboard</b>	Visibility of Real-Time Data Center Metrics, Increased Control
<b>Added Capacity in Minutes, not Months</b>	Faster Time to Value, Ability to Focus on Innovation
<b>Profitable Sale</b>	17% Margin for Channel Partners + Monthly Recurring Revenue

# Decoding Your Ideal End-Customers

## Target Profile Insights for HPE GreenLake Success

Navigating the vast landscape of potential customers can often feel overwhelming, but the key to successful engagement lies in precision targeting. Understanding and identifying the ideal end-customer for HPE GreenLake solutions is crucial. With TD SYNEX by your side, this journey becomes significantly streamlined. Our dedicated team is committed to assisting you in pinpointing these critical customer characteristics. By zeroing in on specific profile attributes with our support, you can tailor your approach, ensuring more resonant communications and enhanced conversion rates. Below, we've detailed the defining attributes of the perfect end-customer for HPE GreenLake, a blueprint we've crafted to guide your success

### End-Customer Target Profile

- 10% growth YoY
- Overprovisioning issues
- High operational costs
- Fluctuating workloads
- Wants increased agility
- Wants lower costs
- Wants to retain control
- IT departments need to focus on innovation
- IT needs to bring products and services faster to customers

# Upgrade Your HPE GreenLake Practice

with TD SYNnex



**300+**

Leads & Counting Delivered  
to Our Channel Partners



**100+**

New Pipeline Sales  
Opportunities



**300+**

Registered Deals



**\$100M**

In Revenue from  
Closed Deals

**HPE GREENLAKE SOLUTIONS**



# HPE GreenLake Online Enablement Training

Launch and streamline your HPE GreenLake business with foundational, comprehensive sales training.

In this on-demand training series, you will learn how to:



Meet the ever-growing demand for hybrid IT solutions

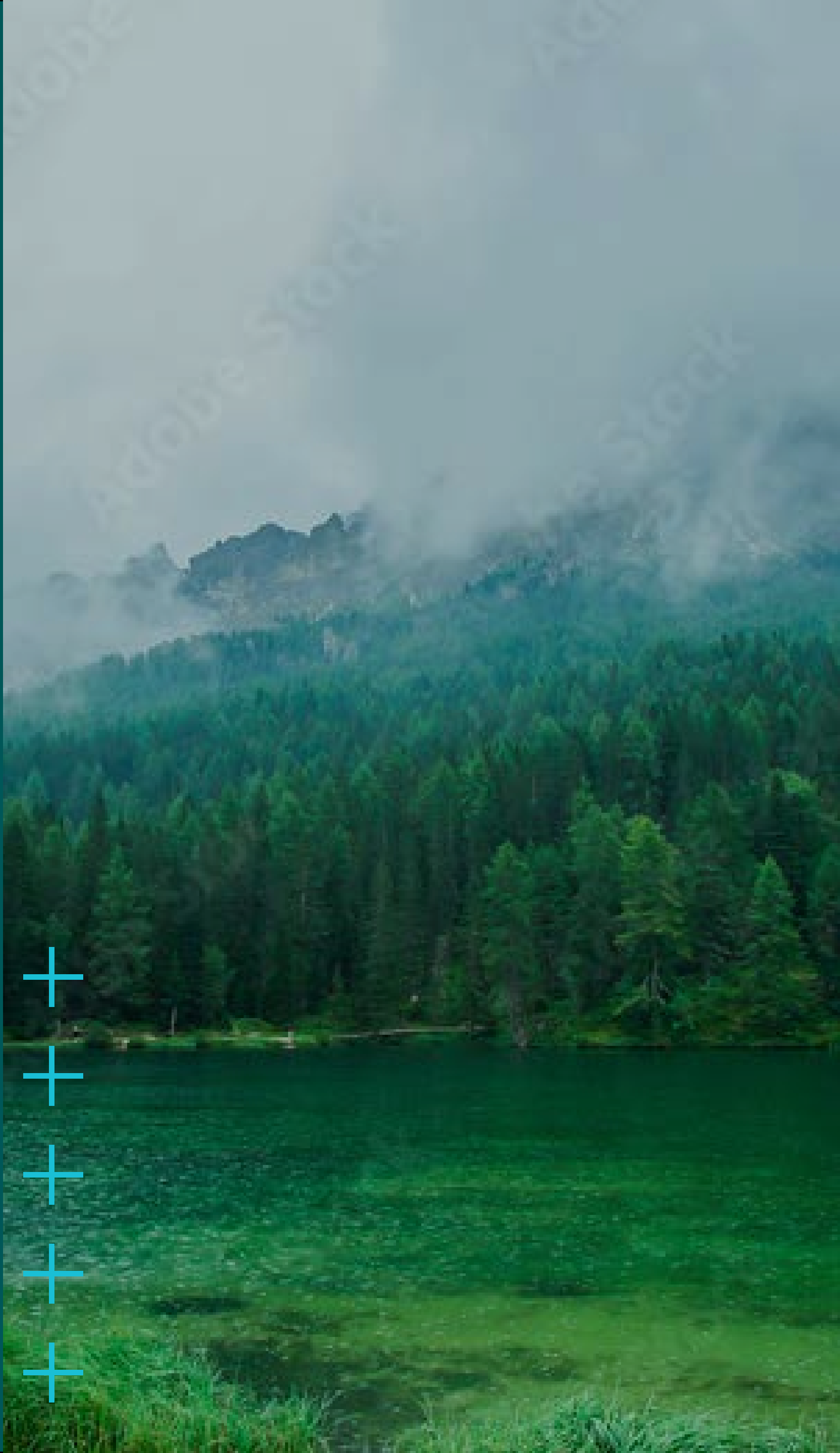


Sell HPE GreenLake to mid-market, SMBs, public sector, healthcare, and more



Use the HPE GreenLake Quick Quote Tool to simplify sales

[GET STARTED](#)



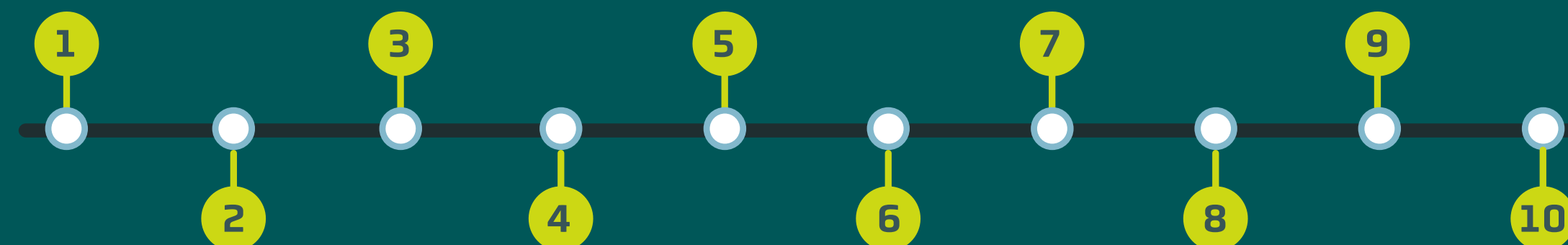




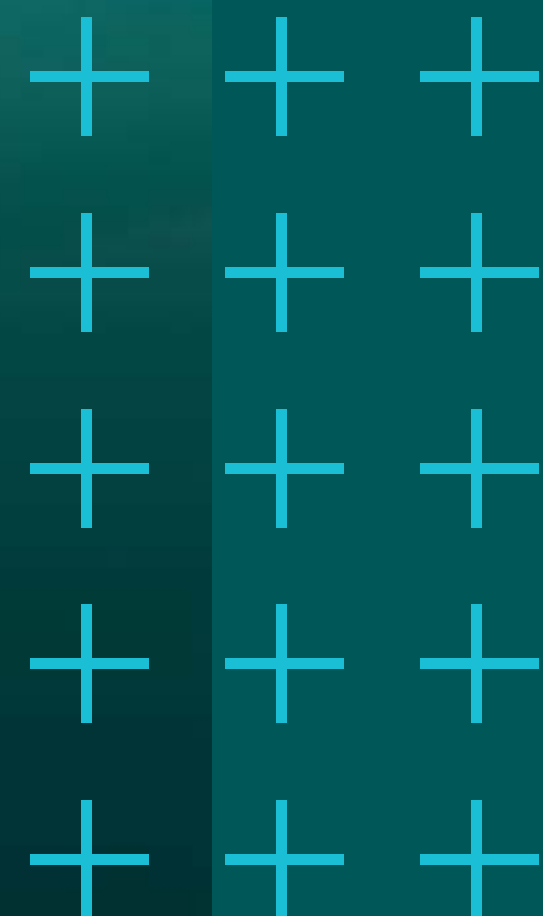
# HPE GreenLake Best Practices

To sell HPE GreenLake successfully, knowing the technology isn't enough – you need to have a thorough understanding of what you are selling.

In this compact, on-demand training series, you'll learn 10 best practices that give your HPE GreenLake practice a serious boost.



**BOOST YOUR HPE GREENLAKE PRACTICE**





# Deep Green HPE GreenLake Sales Certification Training

Take your sales skills, your network, and your credibility to the next level with TD SYNEX's Deep Green, an in-person training experience that includes:



Expert-led education specifically developed for Field Sales Professionals

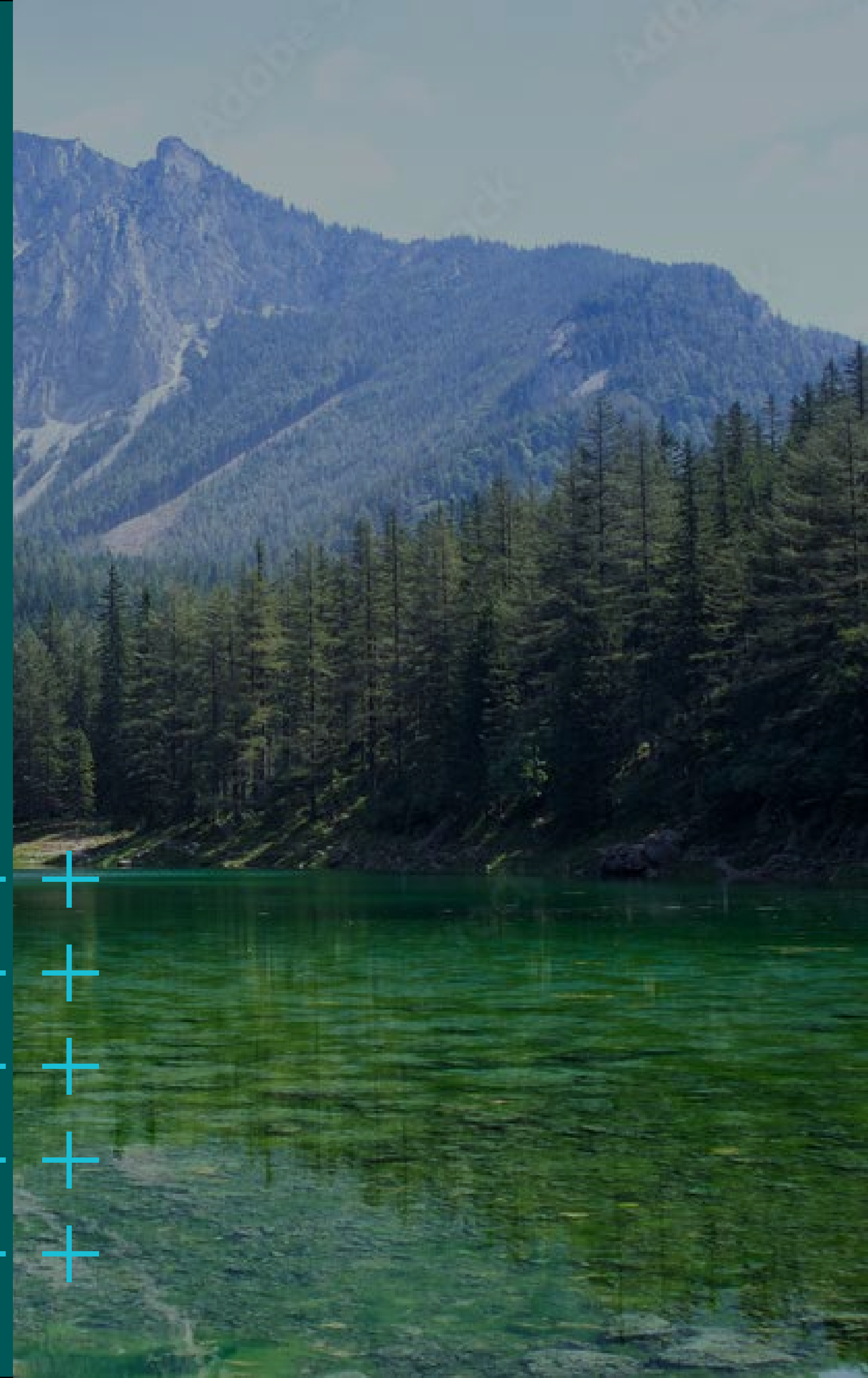
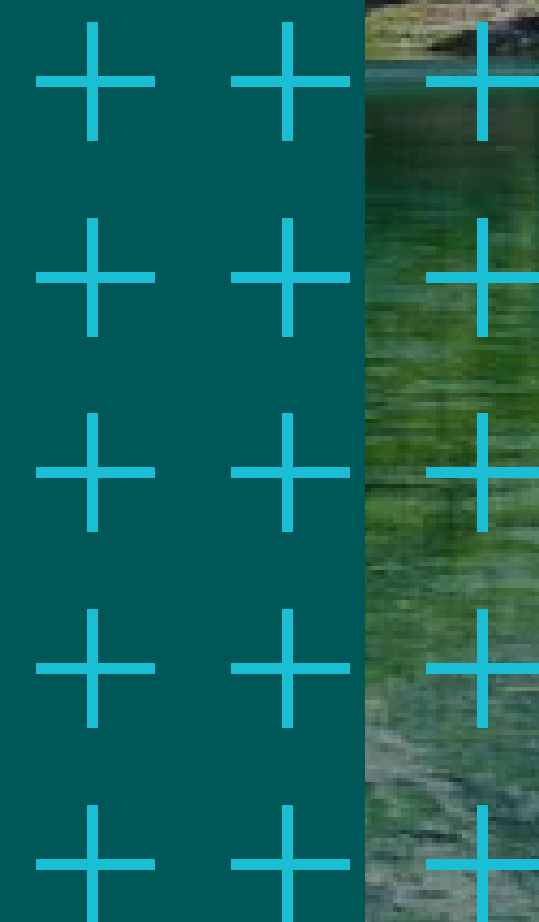


Personally tailored in-person sales training sessions with Q&A



Fun and engaging networking activities

[EXPLORE DEEP GREEN](#)



# HPE GreenLake Business Accelerator

## Your Roadmap for Accelerated Business Growth

Build, grow, and transform your HPE GreenLake practice, while helping your customers simplify IT, cut costs, and realize game-changing business outcomes.



**STRATEGIC  
DEVELOPMENT**



**TRAINING &  
ENABLEMENT**



**MARKETING**



**SERVICES**



**SALES  
EXECUTION**

**ACCELERATE NOW**

# Power Shift HPE GreenLake Simulation

Shift Ahead with Consumption IT



## Turbocharge Your Business

Put your sales reps in hyperdrive with two state-of-the-art Power Shift manufacturing simulations designed to help your team tackle new challenges, meet business goals, and maximize business performance with HPE GreenLake.



## Supercharge Value for Your Clients

Power Shift trainings are hosted onsite by TD SYNEX and HPE – the perfect opportunity to bring your sales team, customers, and industry experts together.

[LEARN MORE](#)

# HPE GreenLake Global Program Guide

All the Templates You Need to Sell HPE GreenLake

Let TD SYNEX guide you from quote to purchase with a series of ready-to-use templates and documents. With these resources in your toolbox, you can spend less time on paperwork and more time closing deals.

[GET STARTED](#)



# Resources

Access a wide array of sales and technical training resources designed to make you a trusted advisor with your customers.

Discover resources from briefs, guides, enablement training and more at your finger tips.

**ACCESS RESOURCES**





# The Journey to HPE GreenLake

The Journey, TD SYNnex's exclusive program, offers personalized training, in-depth HPE GreenLake insights, marketing assets, sales talking points, and qualified leads, culminating in a robust toolbox to amplify your HPE GreenLake practice.



READY-TO-USE: Marketing materials for HPE GreenLake



FOCUS: Sales conversations on what matters most to your customers



GROW: Your HPE GreenLake business and your bottom line

[GET STARTED](#)





# Are you ready to grow your HPE practice, your business and your bottom line?

Take the next step with TD SYNnex and discover your path to more  
customers, more success, and more profit.

[CONTACT US](#)