



Discover Your Install Base Opportunity with Tech Data's Digital Ready Program

We live in a digitally driven world, in which we can connect with anyone, anywhere.

For your customers to keep pace with their competition and protect their business, their network needs to be digital ready.

A digital ready network provides process automation, visibility, innovation and faster time to market with business critical applications.

As your customers look to take advantage of this digital transformation through new technology investments, how could you benefit from this growth and increased need for support?

Our Digital Ready program is based on Icebreaker insights. Icebreaker is a data driven methodology that reviews coverage and provides visibility of your customers install base through the Install Base (Smart IB) report.

Discover how to:

Cover the uncovered

Make sure your customers have the right support level in place, as no support coverage or incorrect services information can lead to business-critical risks, financial losses and damage your reputation as a supporting partner. Using the Install Base report, you can find out what is covered and entitled to support, along with what is not, providing you with the opportunity to ensure great customer service whilst upselling and growing your business.

Reduce cost & complexity in administration

With the information available in the Install Base report, you can advise your customers on ways to simplify contract management and administration, saving you both time and money.

Mitigate risks

The Install Base report highlights renewals, last day of support (LDoS), along with hardware products at the end of life. This enables you to improve your lifecycle management and to plan targeted campaigns around upgrades and replacements.

Discover insights into your or your specific customers' install base by requesting an Install Base report [here](#).

What's in it for you as a partner?

Grow your revenue with your existing customers and generate new sales opportunities. The Install Base report gives insight and visibility into your customers' devices and enables you to unlock the hidden potential in your customers' install base.

Be ahead of your customers' needs



Customer relationships

Never before it has been more important to prioritize your customers' needs and be seen as their trusted advisor.



Reduce cost & complexity whilst supporting scalability

New demands such as an increased number of devices on the network, applications, users and threats have an impact on both IT costs and complexity.

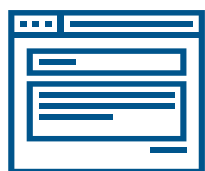


Mitigate risks

Capability and storage size are growing fast and becoming more flexible within the Cloud. Internet and mobility enlarge the attack surface of businesses of all sizes.

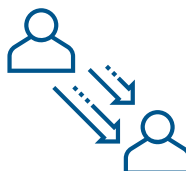
Get started now!

Request an Install Base report via the Digital Ready website (www.cisco-digitalready.techdata.com) or through your Tech Data sales representative. Tech Data will provide you with guidance, to help make the right decisions for you and your customers.



Step 1

Request your Install
Base report



Step 2

Receive your
analysed data

Our team will analyse and provide recommendations for the install base purchased through Tech Data. If you'd like us to analyse your entire Cisco install portfolio, please go to our website and select the 'Click to View' option. We will be happy to provide you with regular reports on your hidden opportunities.

To learn more and to benefit from this free service, contact your local Tech Data Cisco Team, or visit www.cisco-digitalready.techdata.com.

Please find your Tech Data Cisco Team contact details below:

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