

PARTNERING FOR PEAK PERFORMANCE

TechSelect 2016 Spring Partner Conference

Tuesday | April 12

1:00 – 3:00 p.m.	<p>TechSelect Registration</p> <p>Welcome Reception <i>Hosted by Brocade, Cisco, Dell, Extreme Networks and VMware</i> Mix and mingle with fellow attendees and Platinum vendor partners in the natural beauty and splendor that surrounds the resort.</p>	Arizona Foyer
1:00 – 2:30 p.m.	<p>One-on-One Meetings</p> <p>Here's your opportunity to meet with vendor partners in a relaxed setting. Ask those burning questions and fine-tune specific strategies for growing your business. You never know what fresh ideas and new contacts you'll gain.</p>	Arizona Deck
3:15 – 4:30 p.m.	<p>General Session</p> <p>Welcome and Remarks <i>Marty Bauerlein, Senior Vice President, U.S. Sales</i></p> <p>Brocade: Think Big, Start Now – Transforming Your Business to the New IP <i>Phil O'Reilly, Chief Technology Officer for Americas and Federal, Brocade</i> In his second TechSelect Keynote appearance, Phil provides an update on the evolving Third Platform, and furthers the conversation around the incredible opportunity for both end users and value-add resellers that come with it. You'll hear specific examples of amazing business outcomes and learn how to start your company on the journey to the New IP.</p>	Grand Ballroom
5:00 – 6:30 p.m.	<p>Innovation Experience Center (Showcase)</p> <p>Harness the power of having all your top vendors under one roof. Stop by their booths to learn about their latest product offerings, promotions and more. Plus, visit the Tech Data pavilion to learn more about how these Tech Data offerings can help you maximize your business.</p>	Canyon Ballrooms
7:00 – 9:00 p.m.	<p>Welcome Dinner</p> <p>Catch up with old friends and make new friends while enjoying breathtaking views of the Santa Catalina Mountains.</p>	Poolside

Wednesday | April 13

7:15 – 8:15 a.m.	Breakfast	Arizona Deck
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8:30 - 9:15 a.m.	Community Sessions	Terrace Level
People Pillar	<p>The Employee Life Cycle <i>Beth Simonetti, Senior Vice President and Chief Human Resources Officer, Tech Data</i> Get the inside track on how managers can increase performance by positively influencing each phase of the employee life cycle. These phases include talent acquisition, on-boarding, employee engagement and employee development, and separation. We'll also explore how a foundation of diversity and inclusion drives performance even further.</p>	Indigo
Finance Pillar	<p>Improving Your Credit Profile <i>Scott Tillesen, Vice President, Credit, The Americas, Tech Data</i> Revenue and profits are built with good credit. Join Tech Data's credit leader for a lively discussion on ways you can make your business more credit worthy. You'll also learn about clever financing options that are available to support your growth.</p>	Verbena
9:15 – 9:30 a.m.	Transition	
9:30 – 10:15 a.m.	Hosted Breakout Sessions	Terrace Level
	<p>Tech Data's Dell Round Up – The New Dell Solutions Group <i>Sam Flansbaum, Partner Development Manager, Dell</i> Tech Data and Dell provide you with a unique opportunity. Dell is one of the only end-to-end vendors, and Tech Data is the only distributor to offer a complete solutions group of Dell, EMC and VMware. Learn the value offered to your business, programs available and how to get started or expand with Dell.</p>	Indigo
	<p>Extreme Networks: Grow Your Business, Transform the Network <i>Frank P. Corda, Systems Engineer, Tech Data</i> There's no limit to how reliable hospitals would like to be, how productive we can get our students to be, or how profitable a business aims to become. Grow your business and be a part of making the goals of your customers a reality with ExtremeAnalytics.</p>	Verbena
10:15 – 10:30 a.m.	<p>Break and Transition <i>Hosted by Microsoft, Plantronics, and Veritas</i> Grab a snack and get the inside scoop on these vendor's plans on helping you grow your business.</p>	Terrace Foyer
10:30 – 11:30 a.m.	Hosted Breakout Sessions	Terrace Level
	<p>Cisco: Changing the Way your Customers Get Stuff Done <i>Brett Harrison, Collaboration Sales Business Development Manager, Americas Distribution, Cisco</i> Cisco is changing the game in collaboration. Hear about their brand new cloud-based collaboration platform that lets your customer's message, meet and call the way they've always wanted to. Cisco Spark is changing the way people work. With partner profitability at the core of bringing this solution to market, learn how to simply add Cisco Spark to your portfolio and jump head-first into cloud collaboration with Cisco.</p>	Indigo
	<p>Services: Evolution of the Data Center <i>John T. Warren, Senior Manager, Technical Support, Tech Data</i> From hardware-driven data centers to software define data centers, hear how the world has transformed how we manage, secure and process data in our datacenters. As companies strategize to utilize the data generated through their business practices, the data center has evolved from mainframe storage repositories to intelligent virtualized environments. This has led into the software-defined data center and the birth of cloud</p>	Verbena

infrastructure. Learn how vendors have worked to satisfy demand by simplifying the purchase process and migrating to pre-tested and configured converged and hyperconverged offerings.

Renewal Source – Tech Data’s Warranty and Maintenance Renewal Services Lantana

Tim Ayer, Manager, Product Marketing, Tech Data
Successfully managing your client’s expiring hardware warranties and software maintenance agreements is vital to protecting your customers’ assets. Tech Data’s Renewal Source saves you time, decreases your costs, and increases your renewal revenue and client retention rates. Learn more about how Tech Data can help you with our recurring renewal offerings.

11:30 – 11:45 a.m.

Transition

11:45 a.m. – 12:30 p.m.

Hosted Breakout Sessions

Terrace Level

Brocade: Think Big, Start Now –Step by Step Instructions for Building a New Brocade Practice Indigo

Jess Bennett, Manager, Americas Channels, Brocade
The world needs a new network. Your business needs a way to differentiate itself, and to generate incremental revenue streams. How can you build a new practice while keeping up with the business demands of today? Harness the eagerness of Brocade, and the scale of Tech Data’s enablement program, ASCEND.

How VMware is Changing the Game and Where to Place your Bets Verbena

Becky Latrobe, VMware National Partner Manager
Learn about VMware Value Plays, Partner Led Assessments, and how to go to market with our teams to drive bigger profits and more sales.

12:30 – 2:00 p.m.

Lunch and Hosted Roundtable Discussions

Arizona Deck

Join industry experts in roundtable discussions on the hottest topics in the industry including cloud, services, security, search engine optimization, and more.

2:00 – 2:15 p.m.

Transition

2:15 – 3:30 p.m.

General Session

Grand Ballroom

Welcome

Marty Bauerlein, Senior Vice President, U.S. Sales, Tech Data

Extreme Networks: Monetizing the Network—A Look Into Health Care, Education and Hospitality

Paige Powers, Senior Director, Worldwide Distribution and Inside Sales, Extreme Networks

IT infrastructure should be a strategic asset. Developments in mobile, social, cloud, big data and security absolutely demand a technology response, and IT has done so with initiatives like BYOD, big data and analytics, and cloud. But CEOs and line of business managers are really focused on people, specifically—getting customers to buy more, keeping employees happy, satisfying regulators, and pleasing shareholders. So how can IT bridge the gap and deliver better business outcomes? The answer is for IT to reposition itself as the enabler of stronger connections with customers, partners, and employees, resulting in higher sales, lower operating costs, greater loyalty, and increased share of mind and wallet. Let’s look at these outcomes in action as we discuss relevant case studies in health care, education, and hospitality.

The Managed Service Provider of TODAY is NOT the Managed Service Provider of YESTERDAY

John Tonnison, Executive Vice President, Global Cloud Computing and Chief Information Officer, Tech Data
 With more and more companies looking to the cloud to outsource their IT requirements, the opportunity for the Managed Service Provider of TODAY to develop new business, grow recurring revenue, and differentiate themselves from the competition is huge. Are you positioned for success?

3:30 – 3:45 p.m.	Transition	
3:45 – 4:30 p.m.	Best Practices Discussions	Terrace Level
People Pillar	Hiring Top Sales Talent <i>Marc McClure, Vice President, Field Sales, Tech Data</i> <i>Charlene Barth, Vice President Partner Management and Contracts, MCPc, Inc.</i> Recruiting, hiring, and maintaining top sales talent that can grow your business is a major challenge. Learn best practices utilized by Tech Data and MCPc, then hear how other companies have overcome this challenge and achieved success.	Indigo
Sales Pillar	Using Lead Generation to Develop New Business <i>Pablo Zurzolo, Vice President, Marketing Service, Tech Data</i> <i>Marty Andrefski, President, IntegraONE</i> Everyone's interested in learning how to identify new customers and develop new business—whether through lead generation or marketing campaigns. Hear about the tools Tech Data has available and how your peers have been successful in finding and working qualified leads.	Verbena
	The Opportunity is NOW with Cloud Services <i>John Tonnison, Executive Vice President, Global Cloud Computing and Chief Information Officer, Tech Data</i> <i>Stacy Nethercoat, Vice President, Product Marketing, Tech Data</i> Statistics indicate that cloud partners with greater than 50% in cloud revenue have: 1.5X the gross profit % of other partners; 1.6X the recurring revenue as a portion of total revenue vs. other partners; and 1.3X higher new customer ratio vs. other partners. Join this peer-to-peer discussion to hear best practices from your peers who are making this transition.	Lantana
5:00 p.m.	Platinum TechSelect Loyalty/New Member Reception (Invitation Only)	Terrace Deck
5:45 p.m.	Night on Your Own	

Thursday | April 14

7:45 – 8:15 a.m.	Breakfast	Arizona Deck
8:30 – 10:00 a.m.	Business Pillar Sessions	Terrace Level
Sales Pillar	Stop Inspecting and Start Coaching: Sales Management For Business Leaders <i>Tom Disantis, Chief Operating Officer, Vantage Point Performance</i> Learn how to more effectively lead your sales team. Based on groundbreaking research in <i>Cracking the Sales Management Code</i> , Tom will lead you through an impactful and thought-provoking discussion. Learn the three critical questions every business leader must be able to answer for their sales organization, as well as how to answer them. You'll also practice the concepts during the session so you can leave with a plan that's ready for execution.	Indigo

Leadership Pillar	<p>The Most Powerful Story Ever Told <i>Tom McCarthy, Peak Performance Specialist, FIRE-UP Training and Development</i> Behind every great leader and every great company there's a powerful story. This session focuses on how leaders can develop and instill powerful stories into their culture that enable their teams to thrive under pressure and find a way to win, even in the most difficult circumstances.</p>	Verbena
10:00 – 10:15 a.m.	Transition	
10:15 – 11:15 a.m.	<p>Hosted Breakout Sessions</p> <p>Power Talks <i>Hosted by: Microsoft, Plantronics and Veritas</i></p> <p>Microsoft: Are you a Cloud Solution Provider? <i>J.J. Antequino, Partner Technology Strategist, Microsoft</i> You should be. With attractive margins and incentives, Tech Data's CSP offering can help your customers with all of their Microsoft Cloud productivity and platform needs. Discover how to get started and build profitability today!</p> <p>Plantronics: Capture Lost Revenue and Margin Opportunities <i>Stephen McLaughlin, Director of Business Development, Plantronics, Inc.</i> Plantronics will show you how you can grow your revenue while maximizing your profits. Learn how to use headsets on your system quotes and achieve this goal while addressing your customer's needs.</p> <p>Veritas: It's Time for Veritas <i>Tully Cento, Distribution Account Manager, Veritas</i> Learn how the re-launch of Veritas offers you advantages in driving new customer conversations in Information Management beyond backup speeds and feeds. Here about the new vision and roadmap to outline your selling opportunities.</p>	Terrace Level
	<p>Inside Scoop and Best Security Practices at Tech Data <i>David Spindler, Director, eBusiness, Tech Data</i> <i>Ryan McKenzie, Manager, eBusiness Americas</i> When we look at all the recent hacks around the globe and daily identity theft, we need to realize that security problems aren't about computers attacking each other, but rather the people behind them. Learn how to prevent becoming a statistic, plus gain some valuable insights into what big companies like Tech Data need from you as a solution provider.</p>	Verbena
11:15 – 11:30 a.m.	Transition	
11:30 a.m. – 12:15 p.m.	<p>Hosted Breakout Sessions</p> <p>How to Profitably Sell Hewlett Packard Enterprise <i>Rick Beaman, Partner Business Manager, Hewlett Packard Enterprise</i> <i>Jennifer Scotto, Hewlett Packard Enterprise Field Account Executive, Tech Data</i> <i>Laurie Vogel, Hewlett Packard Enterprise Field Account Executive, Tech Data</i> Get to know the new Hewlett Packard Enterprise and how you can be more profitable by becoming a medal specialist-designated partner. You'll also learn the tricks to earning the</p>	Terrace Level
		Indigo

	most upfront deal registration benefits.	
	<p>Lenovo: Changing The Economics of the Data Center <i>Matthew Johnson, Enterprise Account Executive, Lenovo</i> Lenovo is making great strides in the redefinition of the data center. Lenovo has crafted great partnerships with leaders in cloud, hyperconvergence, and networking. Hear about these strategic partnerships and the newest channel program enhancements. Be sure to check the TechSelect app to find out how to win a NEW Lenovo Miix 700!</p>	Verbena
12:15 – 1:15 p.m.	Lunch	Arizona Deck
1:30 – 3:15 p.m.	General Session	Grand Ballroom
	<p>Welcome <i>Marty Bauerlein, Senior Vice President, U.S. Sales, Tech Data</i></p>	
	<p>VMware - Expansive IT for a Multi-Cloud World <i>Frank Rauch, Vice President, Americas Partner Organization, VMware</i> Join Frank Rauch as he discusses the growing opportunity with VMware as we evolve to “Expansive IT for a multi-cloud world”.</p>	
	Charity Award	
	<p>Unleash Your Inner Tyrant! <i>Jeff Havens, Trainer, Founder of The Jeff Havens Company</i> Are you tired of the concepts of win/win, partnership, and servant leadership? Does the sight of your vibrant and productive employees turn your stomach? Would you like to ensure that upon your retirement, the company you ruled with an iron fist crumbles into dust? Then you need to learn how to "Unleash Your Inner Tyrant!"</p> <p>Welcome to the most original and informative leadership presentation in the country. In "Unleash Your Inner Tyrant!", Jeff uses his trademark wit to 'encourage' you to engage in all the practices of ineffective leaders -- including how to create a culture of fear, oppress and demoralize your employees, outsource blame, and stand firm in the face of all change before wrapping up with a serious conversation about the kind of leaders we should all strive to become. Every bit as content-rich and intensively researched as a more traditional leadership seminar, "Unleash Your Inner Tyrant!" has the added benefit of a delivery style that will have you laughing the entire time that you're learning how to become more effective leaders.</p>	
3:15 – 3:30 p.m.	Transition	
3:30 – 5:00 p.m.	Business Pillar Sessions	Terrace Level
Sales Pillar	<p>Stop Inspecting and Start Coaching: Sales Management For Business Leaders <i>Tom Disantis, Chief Operating Officer, Vantage Point Performance</i> Learn how to more effectively lead your sales team. Based on groundbreaking research in <i>Cracking the Sales Management Code</i>, Tom will lead you through an impactful and thought-provoking discussion. Learn the three critical questions every business leader must be able to answer for their sales organization, as well as how to answer them. You'll also practice the concepts during the session so you can leave with a plan that's ready for execution.</p>	Indigo
Leadership Pillar	The Most Powerful Story Ever Told	Verbena

*Tom McCarthy, Peak Performance Specialist, FIRE-UP
Training and Development*

Behind every great leader and every great company there's a powerful story. This session focuses on how leaders can develop and instill powerful stories into their culture that enable their teams to thrive under pressure and find a way to win, even in the most difficult circumstances.

6:00 – 9:00 p.m.

Southwest Fiesta Finale Dinner

Catalina Basin

Olé! Celebrate with us on the last evening at our Southwest Fiesta. From beer deliveries by burros, tequila tastings, guacamole- and salsa-making stations, plus a Southwestern band, you'll have one hot-tamale of a time!

Friday | April 15 – Departures *(Please book departing flights for Friday)*

*Agenda times are subject to change.

