

HEALTHCARE

PRACTICE BUILDER WORKSHOP

NOV. 9, 2021, 1-3 P.M. EST

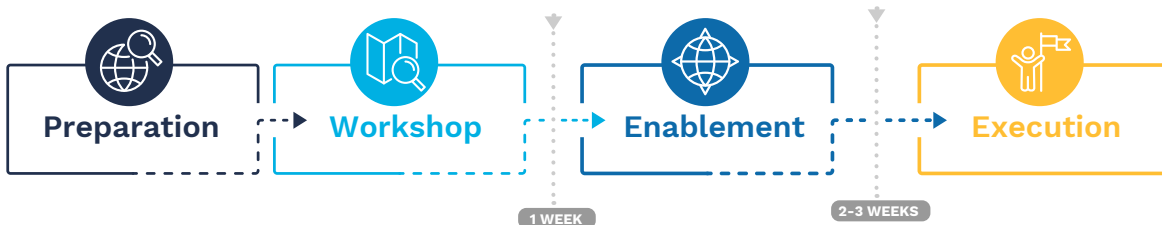


IBM HEALTHCARE PRACTICE BUILDER ROADMAP

Thank you for your interest in the Tech Data IBM Healthcare Healthcare Practice Builder Workshop! Practice Builder is your accelerator to bringing vetted, scalable, repeatable IBM healthcare solutions to market that complement your portfolio. The goal of the workshop is to gain the need-to-know knowledge that's essential to grow your healthcare business, and will feature IBM healthcare solution offerings that help providers improve accuracy and outcomes:

- Data Security
- Hybrid Cloud/ Cloud Pak for Data
- Artificial Intelligence

For the workshop to be effective, there's some pre-work you and your team will need to complete. After the workshop, there'll be important follow-up sessions for Sales Enablement and Sales Execution to help ensure success.



PREPARATION FOR WORKSHOP

Please complete the following steps prior to attending the workshop:

- ✓ Log in to Tech Data IoT Practice Builder portal at practicebuilder.techdata.com/iot.
- ✓ Select "Start Now" to begin Solution Identifier.
- ✓ Select the module titled **IBM Healthcare Practice Builder Workshop Nov. 9, 2021**. From there, browse the various documents related to solutions and sales motions.
- ✓ Click on the link to watch the "Enhancing Your Healthcare Business" video.
- ✓ Download the IoT GTM Solution Accelerator tool from the dashboard and familiarize yourself with the various tabs.
- ✓ Identify the IoT stakeholders within your organization to attend the workshop; this can include practice leads, sales, technical, services and marketing.

WORKSHOP AGENDA

Here's what you can expect in this packed two-hour agenda:

- Overview of Practice Builder methodology
- Value of working with Tech Data and IBM
- Overview of IBM solutions
- Technical resources and capabilities
- Service providers and software
- IBM Partner programs
- Marketing resources
- Overview of GTM Solution Accelerator tool
- Next steps

SALES ENABLEMENT WEBINARS [1 hour | 1 week following the workshop]

After attending the workshop, it'll be time to take a deeper dive into IBM Healthcare solutions with a one-hour sales enablement webinar that'll cover both solutions. The hour is split across sales training, technical training and time for Q&A. Sessions are recorded for future reference.

SALES EXECUTION [1:1 consulting | 2-3 weeks following workshop]

Your sales teams are trained - it's time to execute! You'll receive a follow-up email from our IoT consulting team offering a one-on-one meeting time. Use this time to go over things like:



Industry/Vertical Strategy



Opportunity Mapping With Target Accounts

In addition, we can discuss related needs for solution collateral, services inquiries, technical support, vendor certifications or additional vendor support.