

SOFTWARE LICENSING DEMYSTIFIED

STREAM  **ONE**

*Become an instant expert with
the Software License Selector*

Software License Selector Steps

1. Select End-User Type
 2. Choose Software Vendor(s)
and/or Categories
 3. Select Product
 4. Get License and Price
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Overview

You've been asking for it, and now it's here. Tech Data has developed a revolutionary and intuitive new Software License Selector built on the StreamOne platform. It helps you find the right license through an online concierge that prompts you with simple questions to help you narrow your search in four easy steps. At the end of the process, you can add the appropriate license to your cart and check out with complete confidence that you have the right part at the right price. It's that simple.

4 Easy Steps

Here's how the new software license selector tool works. If you're searching for software on Tech Data's website, a screen will pop up that says, "Looks like you need help selecting your part number. I can help you with that in four simple steps." Once you press "Begin," step number one is to select the end-user type by vertical market. As a bonus, end-user information can be stored in a secure, private address book you

can populate if you have frequent orders for the same customers.

Once you've narrowed your search by end user and vertical market, the second step in the license-selection process is to choose the software publisher(s) and product categories from a drop-down menu. Now, as part of step three, you can select the specific product you need; however, if the list of options is still too long, you can further narrow the choices using additional publisher and category filters.

The final step in the process—step four—helps you identify the part number and gives you a price based on the product version and the number of seats you plan to license. Once you have this information, you're just one click away from adding the software license(s) to your shopping cart and acquiring the license keys.

When all the part numbers have been added to the shopping cart and you're ready to produce a quote or an order, Tech Data will validate

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the information with the vendors' rules. You will immediately know what changes need to be made in the shopping cart to produce that quote or order. In Microsoft's case, Tech Data actually validates the information in real time with their systems. We are in discussion with numerous other vendors to do the same with their orders.

Additional enhancements ensure that relevant software licenses appear under "May We Suggest" when you choose specific hardware, making it easy to add software to your hardware purchases.

The beauty of this tool is its simplicity. Even if you don't know the answers to every question, you can still move forward with the license-selection process. Simply entering the information you know yields returns. But the more you know, the faster you'll find the license(s) you're looking for.

"Tech Data wants to be known as the distributor that finally demystified software licensing," says Tech Data Vice President of Software Product Marketing Stacy Nethercoat. "Our intuitive new software license selector is just the first of many enhancements to come that will help VARs improve their revenue and expand their businesses in new and exciting ways."

Tech Data has demystified the complexities of hundreds of thousands of licenses, tens of thousands of rules, hundreds of band options, innumerable qualification requirements, countless authorizations, scores of end-user IDs, varying numbers of seats, incongruent serial numbers, various point levels, disparate pricing for different industries and a wide range of promos among many other variables.

Top 10 Benefits

1. Become an instant licensing expert
2. Never pass on software sales again
3. Increase revenue
4. Generate higher margins
5. Improve order accuracy with fewer rejections
6. Order 24/7 on techdata.com
7. Build quotes online at techdata.com
8. Create repeat orders quickly via a secure address book
9. Invoice end user sooner
10. Less checking, more selling

By tearing down the old model of complexity, inefficiency and error, the StreamOne Software License Selector can change the face of the IT reseller marketplace, enabling resellers to grow their software revenue.

For details, call 800-228-7911, or visit www.facebook.com/TechDataSoftware or www.twitter.com/TechDataSoftWRE.

