

Case study

Synnex

Synnex helps resellers create differentiation and speed sales with help from HP Financial Services



Organization

Synnex

Country

US

Industry

Cross Industry

Deal Size

\$134 million in volume per year

Company Size

• 11,000 associates WW

HP

Full HP portfolio including:

- 3Par
- StoreServ
- Desktops
- Laptops

HP Financial Services

- HP FMV leasing
- Pre-provisioning Solution



“Working with HPFS is easy and rewarding. They play a key role in helping us take opportunities and turning them into sales. With a wide range of flexible investment solutions and capabilities, we’re able to better serve our resellers and ultimately our end-customers various needs. Some deals can be complex, filled with a number of nuisances that can bog down the sales process. HPFS makes it easy for us to manage all of it and provides creative solutions to help make the sale happen.”

– Alan Buttery, Vice President, Credit and Customer Services, Synnex



Organization Profile

Synnex is a leading business process services company, supporting resellers and original equipment manufacturers (OEMs) globally. Synnex distributes more than 25,000 technology products from more than 200 IT, CE and OEM suppliers to more than 20,000 resellers, system integrators and retailers. Providing a number of value added services, Synnex helps streamline business processes to create greater efficiencies.

Business Situation

Synnex was experiencing growing demand for cloud base services that ranged from building private and hybrid cloud environments to delivering managed and public cloud solutions. To quickly respond to the evolving customer requirements, Synnex needed to develop a solution strategy that would make it easy to support the various elements essential for making the transition to cloud. Having investment flexibility was critical for providing customers with the control required for moving to cloud on a timeline that closely aligned to their business needs.

Solution

With flexible investment solutions from HP Financial Services, Synnex was able to enhance their customers' financial capacity and deliver the agility and scalability required to support their various technology needs. Leveraging the financial expertise and

experience HPFS delivered helped Synnex create a versatile solution that streamlined and simplified process to create greater business efficiencies. From pre-provisioning solutions to flexible subscription based service plans, customers gained the flexibility and control to implement technology solutions on their terms. This provided Synnex with the differentiation essential for driving growth in a competitive market.

Benefits

- Investment options that help create financial capacity with customers
- Flexibility to create tailored solutions for customer unique needs
- Access to special promotions for new product introductions designed to support the New Style of IT

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