



# AWS & TD SYNnex Services Playbook

Version 1.0

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# Agenda

We will cover the following in this playbook

# 1

## Meet the UK team

Our UK AWS team has technical specialists at your disposal who can provide several services (both chargeable and free of charge) themselves, as well as being your first port of call for any technical problem, question or advice.

# 2

## Our Services

TD SYNnex offers a number of professional services to assist you as an AWS partner; whether you need immediate triage on an issue or help we have the right service and team for you.

# 3

## Our Solutions

TD SYNnex offers a broad range of cloud services from productivity and communications SaaS to the more advanced IoT and cognitive computing cloud business solutions that address customer-specific business outcomes through the cloud.

# 4

## Develop your AWS skills

Whether you're an IT professional or business leader, expanding your AWS training and capabilities can be ground-breaking for your organisation.

# 01

# Meet the UK team

Our UK AWS team has technical specialists at your disposal who can provide a number of services (both chargeable and free of charge) themselves, as well as being your first port of call for any technical problem, question or advice. The team can offer services such as Well Architected Reviews, console training, cost estimation, critical issue triage, service explanations and architectural diagrams. Let's introduce the team...

# David Paterson - Head of Technical Presales



- Heading up our technical presales team is David Paterson. Dave is in his 29th year at TD SYNnex with over 15 of them in managerial positions. He is currently our Head of Technical Presales for our Advanced Solutions Business in the UK. Managing a large team that includes a mix of experienced solutions architects, technical practice managers, technical presales consultants and specialists across our portfolio (including AWS, Microsoft, Google and Nvidia), Dave brings a wealth of technical, vendor and managerial experience to the team.
- Outside of work, Dave has been married for 27 years with two grown up children, he loves football and golf and likes to read and travel. He is also treasurer and co-founder of a very successful grassroots football club, that has over 130 players across 16 teams ranging from 8-18 years old, so spare time is at a premium.
- Contact: [david.paterson@tdsynnex.com](mailto:david.paterson@tdsynnex.com) or 07919 693267.



# Adura Adenipekun - Solutions Architect



- Adura is a recent addition to the TD Synnex UK AWS team, bringing more than a decade of experience in the technology sector. He specializes in cloud platforms(including hybrid and multi-cloud) solutions, consistently delivering secure, scalable, and reliable systems tailored to diverse client needs. As an AWS Certified Solutions Architect – Professional, Adura plays an instrumental role in optimizing cloud environments, strengthening security postures, and spearheading AI-driven innovation. His contributions include conducting partner AWS environment audits, designing multi-account architectures, and deploying enterprise AI solutions to boost efficiency and ensure regulatory compliance.
- Outside of his professional pursuits, Adura values fatherhood and cherishes time with his 5-year-old daughter. He also enjoys collaborating with friends and family on personal financial planning, exploring horology, and staying current with industry trends to inform and deliver cutting-edge solutions.
- Contact: [adura.adenipekun@tdsynnex.com](mailto:adura.adenipekun@tdsynnex.com)





# Donna Hall - Technical Pre-sales Consultant



- Donna has been with the company since August 2000 and over the years has held various product specialist and technical roles, working closely with vendors such as VMware, Citrix and Veeam and more recently, AWS. Since joining the AWS team as a technical consultant, Donna has achieved the AWS Certified Solutions Architect - Associate certification and was the first person in TD SYNnex UK to achieve the AWS GenAI Practitioner certification, earning her an "Early Adopter" badge. As well as being a competent technical resource, Donna is also our resident MAP expert, Destination AI Ambassador and has been instrumental in creating numerous new processes, documents and playbooks that have helped to streamline our AWS business as well as working closely with our Solutions Factory to continue to develop our AWS Q Business Cloud Lab.
- In her personal life, Donna recently graduated from the Open University after 7.5 years of part time study, earning her a 2.1 in software development. She is Mum to 16 year old twins (who she hopes are inspired by her persistence in learning) and three rescue cats. She is an avid gamer, having devoted 18 years (so far...) to World of Warcraft (prompting questions from her family such as "haven't you finished it yet!?" ) and is also a keen runner, hiker and gym goer, Halloween fanatic and enjoys cooking new and interesting vegan dishes.
- Contact: [Donna.Hall@tdsynnex.com](mailto:Donna.Hall@tdsynnex.com) or on 07818 522569



# 02

## Our Services

TD SYNnex offers a number of professional services to assist you as an AWS partner; whether you need immediate triage on an issue or help with estimating services costs from our UK based Solution Architects, you have a large-scale deployment to plan and build, or you need 24\*7 break fix cover for your customers AWS environment, we have the right service and team for you.

# Centre of Excellence - Hybrid Cloud

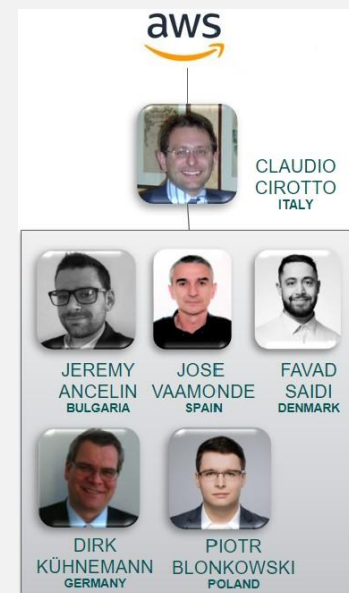


Our Centre of Excellence (CoE) consists of 18 highly skilled, highly experienced solution architects across Europe, offering expert knowledge across 35 + Certified Specialties, covering both infrastructure and the hyperscale's. Between them, the architects in the CoE hold over 150+ certifications.

The CoE has five dedicated AWS Solution Architects with Claudio Cirotto (a senior, very experienced AWS architect himself) at the helm. They are structured in such a way that there is an AWS expert for the following areas:

- AI and ML
- App Modernization
- Data Analytics
- Infrastructure and Networking
- Security

The CoE can be engaged for any professional services work; from proof of concept right through to large scale migrations/new solutions and everything in between. Most of the work undertaken by our Center of Excellence is chargeable, the cost depending on the scope of the project.



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# Centre of Excellence - Data, AI and Apps



Available to you through our Destination AI program are the highly skilled architects that make up our Data, AI and Apps Center of Excellence. The team are uniquely positioned to help you with all your AI and ML based projects

The team is made up of 8 solution architects and are headed up by Evan Unrue. As well as being able to provide technical support and professional services for all of your AWS based AI and ML projects, they can also assist with the following vendors:

- NVIDIA
- IBM
- Intel
- Cloudera
- Automation Anywhere
- SAS
- ThingsThinking

# AWS Cloud Migration



TD SYNnex provide end to end services around AWS migrations. From initial customer readiness assessment right through to the final cut over, our Services teams have you covered. Our local SA's and Customer Success Managers are experienced with AWS' Migration Acceleration Program (MAP); whether you are talking business cases with your customers or they are ready to fully migrate, we can assist with getting you the funding you need ease your migration project costs, while providing a framework for migration success.

If you have customer migrations of 50 virtual machines or less and need assistance with getting things moving, we have our Migration Success Packages. There are three packages from helping to design the new environment right through to post-migration optimization. For larger migrations, we would call on the architects in the CoE to assist.

For further information, you can find our migration documentation [here](#).

# TD SYNnex Migration Success Packages



We recently announced the availability of our Migration Success Packages, designed to provide end to end migrations services for environments with 50 VM's or less.

There are three packages to choose from:

- Design and Migrate (lift and shift only)
- Manage (powered by Cloud Express)
- Optimise (ensure your migrated workloads are Well Architected)

## Design & Migrate\*

**Fixed Project Management  
Fee £990**

(regardless of # VM)

**Plus**

**£353 per VM** for Migration

## Manage

**£75 per month per VM**

12 months minimum term

Auto-renewed annually

## Optimise

**£3,100 fixed fee**

Well-Architected Review &  
Remediation  
(Up-to 20 hours of effort for the  
remediation)

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# AWS OneOLA Program



Are your customers hesitating to move their most critical workloads to the cloud because of cost and complexity? Things like sprawling Microsoft estates, expensive Oracle databases, or even their entire VMware environment. With TD SYNnex and the AWS OneOLA program, you can erase that uncertainty. We provide the expert support to deliver a comprehensive analysis of your customer's environment, showing them precisely how to optimise licensing and infrastructure on AWS—often saving them over 30%. Best of all? The entire assessment is fully funded by AWS. There is zero cost and zero risk for you or your customer. It's a powerful, data-driven way to unlock major migration projects and accelerate your cloud practice. How we help:

1

## Expert Guidance and Support

TD SYNnex offers its partners access to a team of AWS-certified experts. These specialists provide guidance on the intricacies of the OLA process, from initial assessment to the final migration strategy. This ensures that partners can confidently lead their customers through the complexities of licensing and cloud adoption.

2

## Cost-Saving Analysis

A primary benefit of the OLA is the potential for substantial cost reduction. TD SYNnex helps partners conduct detailed analyses that reveal how customers can optimize their Microsoft licensing costs by moving to AWS. This often involves strategies like "Bring Your Own License" (BYOL) or transitioning to AWS-native services.

3

## Accelerated Cloud Adoption

By providing a clear roadmap and a compelling business case, the OneOLA program, with the support of TD SYNnex, can significantly accelerate a customer's journey to the cloud. This, in turn, drives revenue and growth opportunities for the partners.

4

## Access to Tools and Resources

Partners are equipped with the necessary tools and resources to perform thorough assessments. This includes access to specialized software and methodologies that streamline the data collection and analysis phases of the OLA.

# AWS Well Architected Review



- The AWS Well-Architected Framework describes key concepts, design principles, and architectural best practices for designing and running workloads in the cloud. It is built around six pillars:
  - Operational Excellence
  - Performance Efficiency
  - Security
  - Cost Optimisation
  - Reliability
  - Sustainability

Using this framework, our local solution architects (or one of our trusted service delivery partners) will evaluate your customers deployment, workload by workload, and provide recommendations and guidance to help make those workloads compliant and well-architected. In addition to a full report highlighting what is well-architected and what needs remediating, we will provide guidance as we go through the review.

The Well Architected Framework Review uses an online tool so access to your customers environment is essential as is access to the customers' technical staff. If you want to try the tool for yourself, you can access it [here](#). Once we have completed the report, we are also able to advise on how you claim for any remediation funds that are available (AWS provides funding the remediation of high-risk workloads when you use a certified partner such as TD SYNnex, based on a percentage of the customers ARR).

You can find more information on our Well Architected services [here](#).  
If you want to take the free of charge Well Architected training yourself, you can do so [here](#).



# AWS Well Architected Review



TD SYNnex has partnered with Cirata to deliver Data Migration as a Service (DMaaS), simplifying large-scale and complex data migrations across on-premises, cloud, and hybrid environments. Whether migrating petabytes of historical data to Amazon S3, synchronizing between cloud providers, or managing disaster recovery workloads, this service ensures efficient, cost-effective solutions with minimal downtime.

Powered by Cirata, DMaaS handles structured, semi-structured, and unstructured data, transforming file-based systems like HDFS, GPFS, and Ozone to S3 object storage while integrating with AWS Glue. It's the ideal solution for scalable and seamless migrations tailored to your needs.

For more information on Cirata and DMaaS, click [here](#).

# Our Support Services



TD SYNnex have a number of approaches to AWS support; whether that is immediate triage for urgent issues from our local SA's or our CoE, a managed support service such as Cloud Express or a break fix to cover you when things go unexpectedly wrong. This section goes into further detail on Cloud Express and TechCare.

## Cloud Express

Cloud Express is TD SYNnex's 24 x 7 Public Cloud Infrastructure Managed Service offering. Available for AWS, our white labelable service remotely monitors and provides management for Cloud infrastructure. We provide a Statement of Service to clearly describe what the service provides and make it easy to quote as pricing is simply based on the number of Virtual Machines to be managed. You will be provided access to our online portal to raise service requests and incidents and will receive monthly and/or quarterly reporting. The service includes an element of optimisation that goes beyond the advisories provided within the public cloud provider portal.

Click [here](#) to access the Cloud Express service description and [here](#) for the flyer.

## TechCARE 24x7

TD SYNnex AWS TechCARE 24x7 stands out by providing specialized, 24/7 technical break-fix support for AWS environments, backed by AWS Partner-Led Support. Delivered by a team of highly experienced, AWS-certified engineers with over a decade of expertise, AWS TechCARE 24x7 ensures rapid issue resolution, minimises downtime, and helps maintain uninterrupted operations. Additionally, it offers significant cost savings compared to AWS Premium Support, making it an ideal solution for businesses seeking reliable and affordable support.

Click [here](#) for the service document and an FAQ.

# 03

## Our Solutions

TD SYNnex offers a broad range of cloud services from productivity and communications SaaS to the more advanced IoT and cognitive computing cloud business solutions that address customer-specific business outcomes through the cloud. Wherever your customers are in their journey, we have the cloud services you need to support their transformation. For AWS, we have the following solutions...

# Destination AI



Leveraging our position in the center of the IT ecosystem with a unique perspective on both the market landscape and partner enablement, TD SYNnex created Destination AI to help our partners and vendors gain a competitive edge in AI. Destination AI is a comprehensive, strategic aggregation of TD SYNnex enablement, solutions, services and programs in AI, offering a curated collection of resources and assets purpose-built to accelerate the scale of AI to partners, with tailored enablement yielding measurable results, no matter where you are in your AI journey:

- AI Aware :** Partners interested in gaining awareness of the business opportunities in AI
- AI Ready :** Partners committed to investing resources, time, and training to capitalise on AI opportunities
- AI Expert :** Partners with advanced expertise in AI and solving problems with AI solutions

Click [here](#) for more information or contact our Destination AI Ambassador, Donna Hall.



# Cloud Labs



Forming part of our Destination AI framework are TD SYNnex's Cloud Labs. Cloud Labs are free to use, pre-configured environments that allow you to easily deliver hands on workshops and POCs and demonstrate technical value to your end user community. They offer the ideal "try before you buy" service to your customers, reducing your time to show value and increasing engagement with your end users.

TD SYNnex provides a scalable enablement method complete with pre-defined use cases, demos flows, and data sets plus we also handle:

- **Licensing**
- **Deployment**
- **Logins**
- **Tracking**

At present, our Cloud Lab environment is configured to showcase the power of Amazon Q Business, a GenAI powered assistant from AWS. We have created a secure AI chatbot with a number of different use cases and data sources; we have data from verticals ranging from a simple webcrawler on the National Parks website through to an engineering language-heavy manual for a Boeing 747. Data sources that are connected and available for testing range from a simple S3 connector through to OneDrive and RDS. These variations in data types and connectors allow you to vary your demonstration easily and quickly show how Q Business can adapt to any use case, while providing accurate and relevant answers to your questions.

Click [here](#) for more information on Cloud Labs, written by our Director of Global Next Gen Solutions, Matt Hamilton.

# AWS SMB Starter Kits



AWS SMB Starter Kits are easily deployable and customizable solution assets designed to help you to launch your AWS offerings to small and medium businesses (SMB) customers. Each kit comprises marketing assets and technical resources such as email templates, copy blocks, first call decks, battlecards, Cloud Formation templates and an implementation guide to quickly get started.

The following Starter Kits are currently available:

- Migrating Microsoft Workloads to AWS
- Build Websites and Simple Apps
- Store and Protect Data
- Work Securely From Anywhere
- AI for SMB
- Digitise Docs and Automate Workflows
- Security for SMB

Our local SA's have tested and recorded demonstration videos for some of the starter kits; this on demand webinar series can be found at our Trusted Advisor site [here](#). For access to the Starter Kits so you can deploy them yourself, please contact any member of the UK AWS team.

# Dashboards as a Service, powered by StreamOne



TD SYNnex offers Dashboards as a Service through our StreamOne Ion platform, which enables you to manage and expand your cloud businesses. This service provides partners with tools to streamline cloud management, including analytics, custom storefronts and end-customer access, all within a single platform. Cost is approximately \$250 per month, regardless of the number of customers you manage and will require a Dedicated Payer account. As standard, you will receive access to the three standard dashboards:

- **CID**
- **CUDOS**
- **KPI**

In addition, for no extra cost you can choose up to five of the additional dashboards.

You can view a demo of our Dashboards as a Service [here](#).

# 04

# Develop your AWS skills

Whether you're an IT professional or business leader, expanding your AWS training and capabilities can be ground-breaking for your organization. Popular AWS training courses include cloud-based solutions, applications and other courses designed to expand your expertise. No matter where you are on your AWS learning journey, whether you're an IT professional or a business leader, you can find the right AWS training course for your needs.

# TD SYNnex Academy

- AWS certifications recognize professionals who have the skills and technical knowledge necessary for designing, deploying and managing applications on the AWS platform. They are amongst the most highly rated and sought-after certifications in the industry, meaning equipping your teams with them puts your cloud practice at a significant advantage over your competitors.
- When it comes to AWS certification, TD SYNnex Academy is committed to accelerating your success and can help you to get the training and certifications you need to service and support your customers, whether that is an official AWS certification or one of our specialist workshops run by the architects in the Center of Excellence.
- To see the current schedule of courses, their costs and how to register, click [here](#). You can also find our main Academy page [here](#).



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# AWS Partner Certification Readiness Training



Through collaboration with AWS Partner Training and Certification, TD SYNnex does more than just offer a list of training courses; we personalise training based on our partners' experience levels and specialisations. AWS Partner Certification Readiness Training even has different tracks for specific job functions—such as system administrators and sales—which is a crucial feature for closing skills gaps.

AWS Partner Certification Readiness Training allow you to confidently prepare for AWS Certification exams with flexible learning exam prep training designed to introduce foundational AWS concepts and progress learners to exam ready. All AWS Partner Certification Readiness training includes your choice of on-demand, or live, virtual sessions with AWS experts that are offered in multiple languages for your convenience and all are free of charge. All you need to get started are a couple of hours a week for three weeks and an AWS Skillbuilder login

To see the current schedule of courses, click [here](#).

# AWS Skillbuilder Resale Program



We are now able to resell AWS Skillbuilder subscriptions. Skillbuilder full subscription gives access to thousands of courses, hands on labs and gamified training to assist with preparation for upcoming AWS exams, professional development or just to build on personal interests.

Our Skillbuilder subscription requires a minimum of 5 seats to be purchased but offers a 30% discount from RRP so please contact the UK team if you'd like to take advantage of this reduced-price subscription.

You can access the Skillbuilder site [here](#).

Contact the TD SYNnex UK AWS team



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