

QUADMARK

GTDC Accreditation

Advancing Your Distribution Partnerships
to Maximize Overall Results



MARKET INTELLIGENCE
PLANNING
CHANGE MANAGEMENT

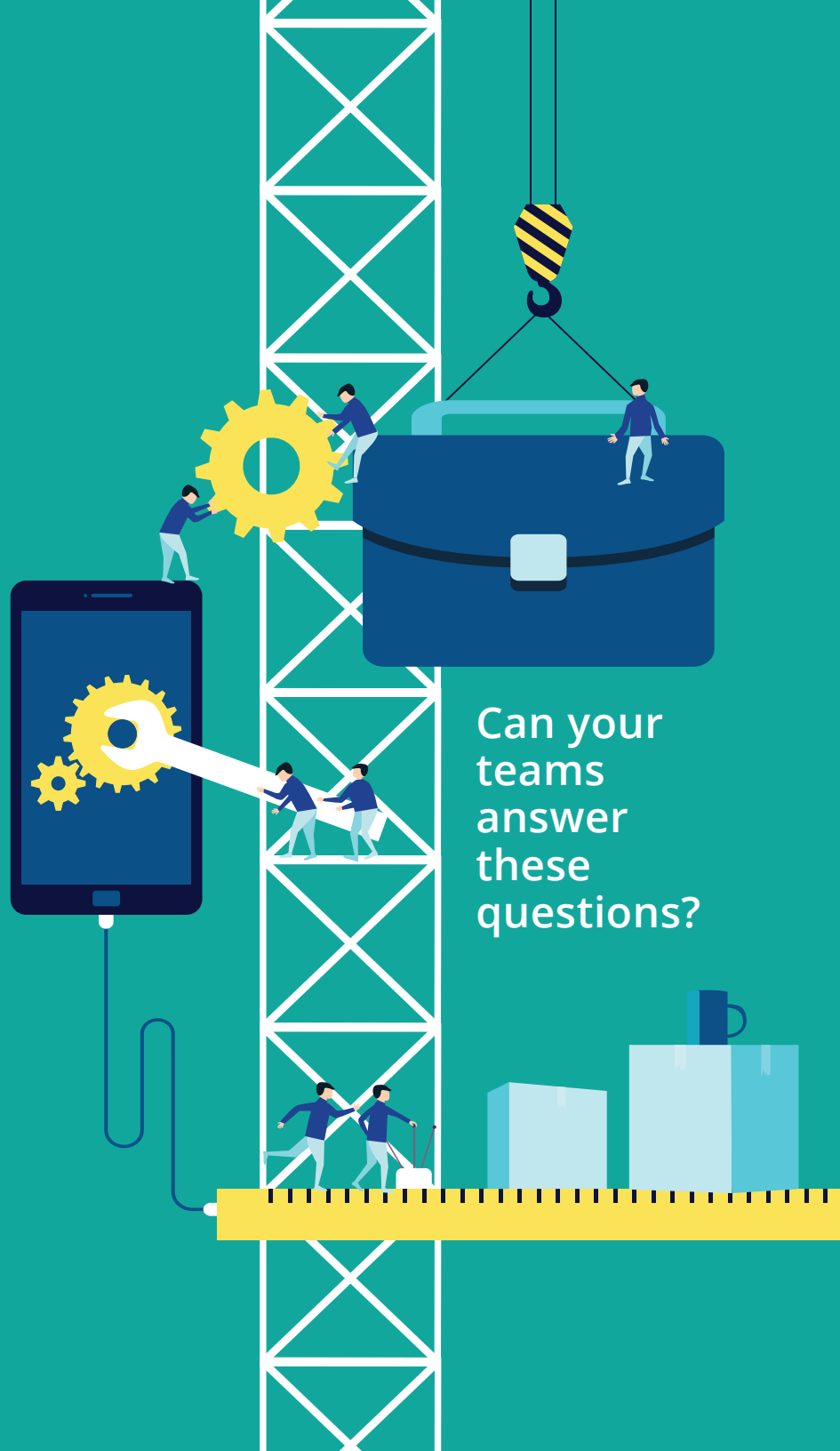
IDEATION
DIGITAL

STRATEGY **TRAINING** PRODUCTION
ANALYSIS COACHING **FINANCE**
SALES OPTIMIZATION **GM ENABLEMENT**

The Global Technology Distribution Council (GTDC) is a worldwide industry association dedicated to defining and promoting the role of wholesale distribution in a successful and healthy information technology channel. The Council is comprised of the computer industry's top wholesale distributors dedicated to serving "the channel", a network of skilled VARs, Internet resellers and retailers focused on providing hardware, software, and services to businesses and consumers around the globe.

The "language" and value of technology distribution has changed dramatically over the past three decades. In earlier years, the industry was largely defined by three words: "pick, pack and ship." Today, the range of services, metrics and variables equates to a totally different set of success factors from both vendor and distributor perspectives.

If you're looking to get the most out of your distribution partnerships today, you likely need to more fully understand how distributors operate and how your initiatives will be most effective with them. You need to speak the language of distribution business and know how to influence the measures that matter to decision makers.



Can your
teams
answer
these
questions?

- Q:** Can your account teams make the business case for your vendor value proposition and marketing programs? Can they identify how and where changes are needed to build share?
- Q:** Do you know which categories and products generate the best return on working capital for your distributors? Can you work this out? How does this compare to your competitors?
- Q:** Which vendor behaviors drive cost into your distributors and could be limiting your growth prospects through distribution?
- Q:** What are the five factors that typically make distribution the most cost-effective channel for market access? Can you explain this to your product and sales teams?
- Q:** Do you know how your vendor programs affect the GMROWC, ROICE and ROCE of your distribution partners? Do you know which of these metrics they measure your business on?

These and similar questions are the subject of the GTDC Diploma Training and Accreditation Workshop. This “hands on” approach follows the success of the GTDC primer “Understanding the Technology Distribution Business.” The GTDC, in conjunction with its members—the world’s most successful technology distributors—and Quadmark, are introducing this program to deliver the information, detailed guidance and interaction to help technology companies thrive through distribution in every way possible.



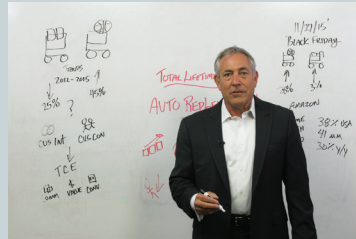
Who is the GTDC Diploma Workshop for?

The Diploma is aimed at experienced account teams working with distributors on a day-to-day basis. It underpins their practical experience with a solid understanding of the financial dynamics of the vendor business model inside distributors.

Why attend the GTDC Diploma Workshop?

Participants obtaining accreditation will benefit from training that improves their on-the-job performance and long-term career development because it is:

- **Relevant** – focused on the specifics of technology distribution economics and optimizing vendor-distributor engagement (not just finance for non-financial managers)
- **Valid** – backed by the GTDC and its membership as addressing the key issues and principles in distribution today
- **Real** – cases, illustrations and examples provided from the GTDC members
- **Current** – with contributions and Q&A from top distributor managers on each course
- **Effective** – because the training is delivered by proven providers, who combine deep industry knowledge with exceptional instructional approaches
- **Personally valuable** – accreditation will be an industry-recognized standard
- **Essential** – Distributors will expect vendor teams to be accredited



What topics does the Diploma cover?

The Diploma curriculum and content has been approved by the GTDC Membership, which includes the world's largest distributors. The key topics include:

Channel Dynamics & the Role of the distributor	Clarifies the value of different types of distribution and sets the framework for what follows
How the distributor business model works	Unlocks the financial dynamics which determine success for products, categories & vendors in distribution
Margins & Profitability	Shows how understanding Contribution Profit unlocks all the levers of profitability
Working Capital and the Cash-to-Cash cycle	Unlocks the drivers of working capital and examines how small changes in Ts & Cs have big impact on cash and growth
Productivity & Capital Efficiency Measures	Shows how to identify the winners, sleepers, traffic builders and losers in the category, product and customer portfolio
Managing Growth	Reveals the linkage between profitability, working capital turn and capacity for growth
The Anatomy of an Effective Distribution Program	Characterizes the elements that determine the success or failure of a vendor program in the distribution channel
How to Sell to Distributors as a Vendor	Shows how to build compelling business cases for your overall value proposition and channel programs
The Value of Distribution to a Vendor	Shows how distribution can improve the vendor's own Return on Capital Employed (ROCE)



Quadmark makes companies successful by inspiring transformation and helping people to perform

Who delivers the Diploma?

The Diploma is delivered by Quadmark, a consultancy with over 30 years' experience equipping vendor account teams with advanced channel financial skills to give them a competitive edge in the channel. The faculty blends front-line consulting expertise and the experience of delivering thousands of workshops and webinars to channel professionals across the globe.

How long is the GTDC Diploma training, and where does it occur?

The Diploma is a two-day workshop. The Diploma course is typically tailored for an individual vendor or distributor and can be hosted on your own premises, an off-site venue, or—with agreement—the premises of a major distributor. On occasion, Open Courses are scheduled at an independent location and are available to anyone.

How much does the GTDC Diploma cost?

Costs depend on venue, group size, and how much customization is requested to tailor the course to your specific needs (analyzing local distribution financials, highlighting your distribution programs to understand the financial impacts on your distribution partners, etc). A typical course that is run on your own premises includes 12–30 participants and can be priced per individual or per course. The cost is less than many generic Finance for Non-Financial Manager courses, which do not address the specifics of technology distribution and do not provide an accreditation recognized within the industry. Please contact Quadmark for pricing.

To find out more about the GTDC Diploma please contact:



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