

# Global Growth and Scale of Deployment Services

## Partnering to Close Service Gaps, Improve Scalability and Expand Globally

### The Business Need

The need to grow and scale services while leaving resources free to focus on business development is one of the biggest challenges original equipment manufacturers (OEMs) face in the fast-paced IT market. To overcome this challenge, OEMs are connecting with partners that are certified and knowledgeable in their specific technology and can offer a full range of end-to-end services to meet their needs.

A growing US-based technology company that develops data storage products identified a large gap in its scale, reach and capabilities. They needed to find a partner that could grow and scale with them to make a shift in alignment to perform installations that represented 30% of their volume. Their provider at the time only operated regionally and could not support their installation services while the OEM business was expanding at a large scale.

Another issue the OEM's leaders faced was the use of their own technical sales staff to perform installation services, which they recognized was not the best use of their resources, time or effort.

To address and overcome these challenges, the OEM chose to partner with Shyft Global Services, bringing the delivery, services and expertise they needed to help grow their expanding business.

### The Solution

In order to initiate immediate support, the Shyft team worked with the OEM to identify key service gaps and prioritize the areas in need. With an agile plan, the Shyft team was able to quickly start training its own engineers and certifying them in the OEM's technology.

Ultimately, Shyft helped the OEM deploy its solutions in the US and close its deployment gaps nationally, eventually advancing to other parts of the globe according to the OEM's business needs.

Additionally, Shyft's team of deployment experts took care of the deployment component responsibilities, freeing up the OEM's technical sales staff to instead manage the essential business aspects that mattered most.

## The Result

Shyft offered the delivery services and expertise the OEM needed to grow its ascending business, and the accelerated ramp-up of this relationship allowed both parties to benefit from pivotal outcomes quickly. The company appreciated the effective engagement as Shyft became a Certified Delivery Partner (CDP), which enabled Shyft engineers to start training other professionals, accelerated the overall process and met the OEM's expectations.

Furthermore, Shyft's global reach and ability to scale have enabled the opportunity to expand its coverage as a delivery partner to support the OEM in the European and Asia-Pacific regions as well, managing more complex deployment services. Consequently, Shyft is learning more about the OEM's other business needs and identifying additional areas to provide support throughout the entire product lifecycle.

Shyft and the OEM are working on additional plans to better serve the OEM's customers with installation and other services. This includes the development of an offering to provide remote installation and configuration services, which has also helped increase the OEM's awareness of market trends and needs. Built on a solid foundation, this powerful partnership is just getting started.

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*Please note: The company names used in this version of the case study reflect the current company names, although the case study may have been originally published prior to the rebrand of Shyft Global Services and/or prior to the Tech Data–SYNNEX merger.*

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**Having a partner come in and provide the services to free up their internal resources was a big goal for this company – and it's our mission to help them focus on the road ahead.**

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*—Adam Behman, Business Unit Specialist  
for Global Field Services,  
Shyft Global Services*

### About Shyft Global Services

Shyft Global Services is a leading technology lifecycle service provider that partners with companies around the world to shift the way they do business. Powered by a robust global logistics network, team of outsourcing experts and decades of experience, Shyft's end-to-end product and customer lifecycle services enable technology companies to reinvest in growth, transformation and innovation. Ready to shift your business forward? Learn more at [shyftservices.com](https://shyftservices.com).

*Shyft Global Services is a division of TD SYNNEX (NYSE: SNX).*