

Cloud Practice Builder Accelerates Aligned's Strategic Go-to-Market Plan

**Individualized Cloud Growth Strategy from TD SYNEX
Drives Startup Business to Rapid Growth**



About Aligned Technology Group

Aligned Technology Group (Aligned) is a specialized technology advisor and consulting firm serving large- and mid-sized enterprise-class organizations and government agencies across the United States. Offering a differentiated engagement in their core expertise in Cloud, Data, Security, and Core Infrastructure, Aligned's value-centric advisory services enable and empower business success. Founded in 2020, Aligned has six back office employees with plans to double over the next twelve months.



TD SYNEX's Cloud Practice Builder Consulting Services

TD SYNEX provides a variety of Cloud Practice Builder engagements to help cloud partners transform and accelerate the growth of their cloud businesses. Based on the strength of our partner enablement delivery, AWS has authorized and funded TD SYNEX to deliver its exclusive Cloud Practice Builder Consulting Services (CPB) for AWS Partners. CPB is a high-touch, individualized consulting engagement designed to drive a partner's evolution into a successful, independent AWS cloud solution provider.

Aligned's Challenges and Getting Started with Cloud Practice Builder

Poised for massive growth and building a cloud practice from scratch, Aligned needed guidance and focus. Aligned knew that a one-size-fits-all "program" approach was not for them, but also recognized that they needed access to industry knowledge and best practices from experts who had gone down this road before. After sharing this need with their TD SYNEX Strategic Account Executive, an introduction was made between the Aligned leadership team and TD SYNEX's Cloud Practice Builder team. Their dedicated Cloud Practice Builder team paired them with the right Subject Matter Experts (SMEs) to address their specific needs as identified through the CPB Assessment Survey and delivered through a well thought out Agile Action Plan for delivery. Not only did this provide Aligned with guided access to and consultation with TD SYNEX's broad community of Cloud practice SMEs, they were able to make high priority critical decisions across all Cloud practice domains that greatly accelerated their growth without the uncertainty and risk of going it alone.

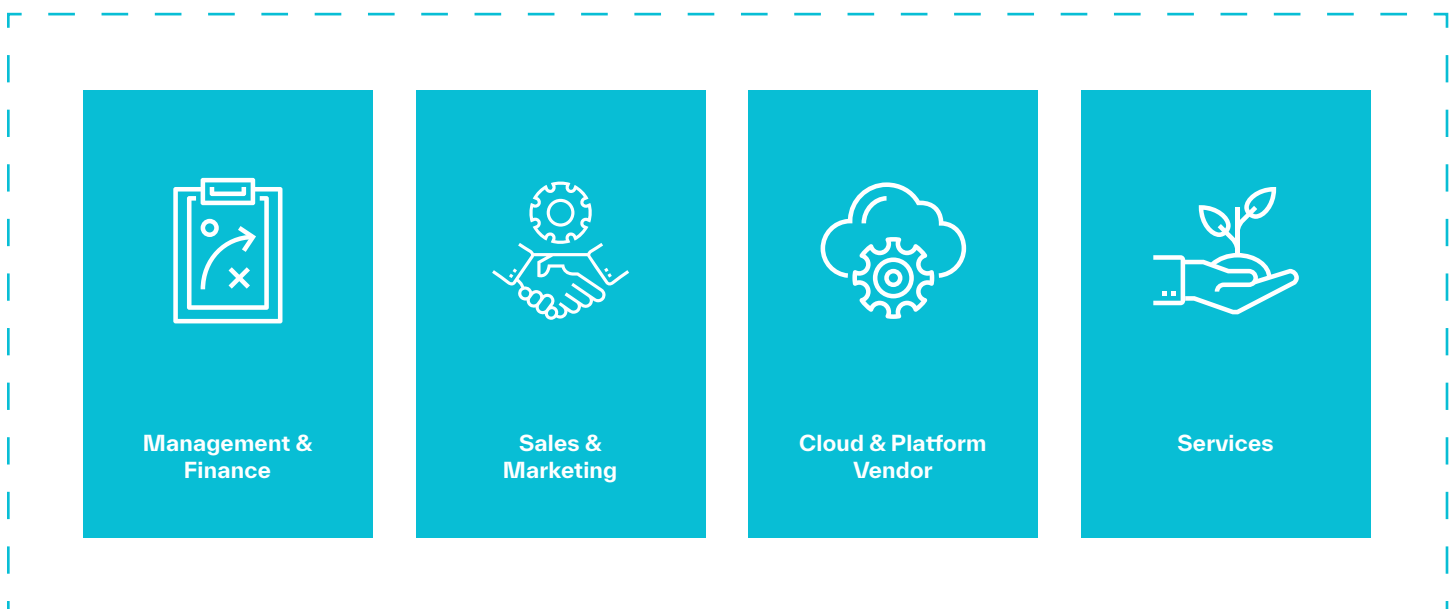
John Zemonek, founder and CEO of Aligned, explains that the support of this dedicated team has been the key factor in their success: "Seeing the same

faces through the entire process allowed TD SYNEX to deeply understand our business and helped us build a strategic plan together. It's made working with huge organizations like AWS possible for a small business like ours."

Zemonek likens the highly individualized experience they received from TD SYNEX to the crucial benefits a coach or personal trainer provides, especially in the areas of accountability and time management. Because they always had a homebase to come back to thanks to the agile framework used, TD SYNEX made it easy to commit to each small phase of the project as it evolved in real time.

Instead of becoming buried under increasing complexity and decision-making, the easy, short-sprint agile framework of the Cloud Practice Builder program ensured they had the flexibility and space to pivot and shift as they made decisions, defined strategy, and built their business plan. For example, a complicated challenge like hiring became a fluid and efficient process when Cloud Practice Builder helped them roadmap the AWS capabilities and certifications they needed to planfully grow the business by targeting the right roles to hire for. Working backward in this way allowed the Aligned team to prioritize hiring needs with clarity.

Holistic Approach to Cloud Business Transformation



Aligned's Cloud Practice Builder Experience

Zemonek was not sure that a company the scale and size of TD SYNEX would work closely with an upstart like his company, and he was wary of a “programmatic” or one-size-fits-all approach proposed by other distributors. But he did not get that from his CPB engagement. The value of being a TD SYNEX partner was clear from the moment their engagement began.

“The biggest impact of Cloud Practice Builder was probably the least expected,” Zemonek explains of the targeted guidance he and his team received throughout the process. “I expected a company the size of TD SYNEX to have a generalized cloud consulting program to service the many customers they have. What we found was the opposite.”

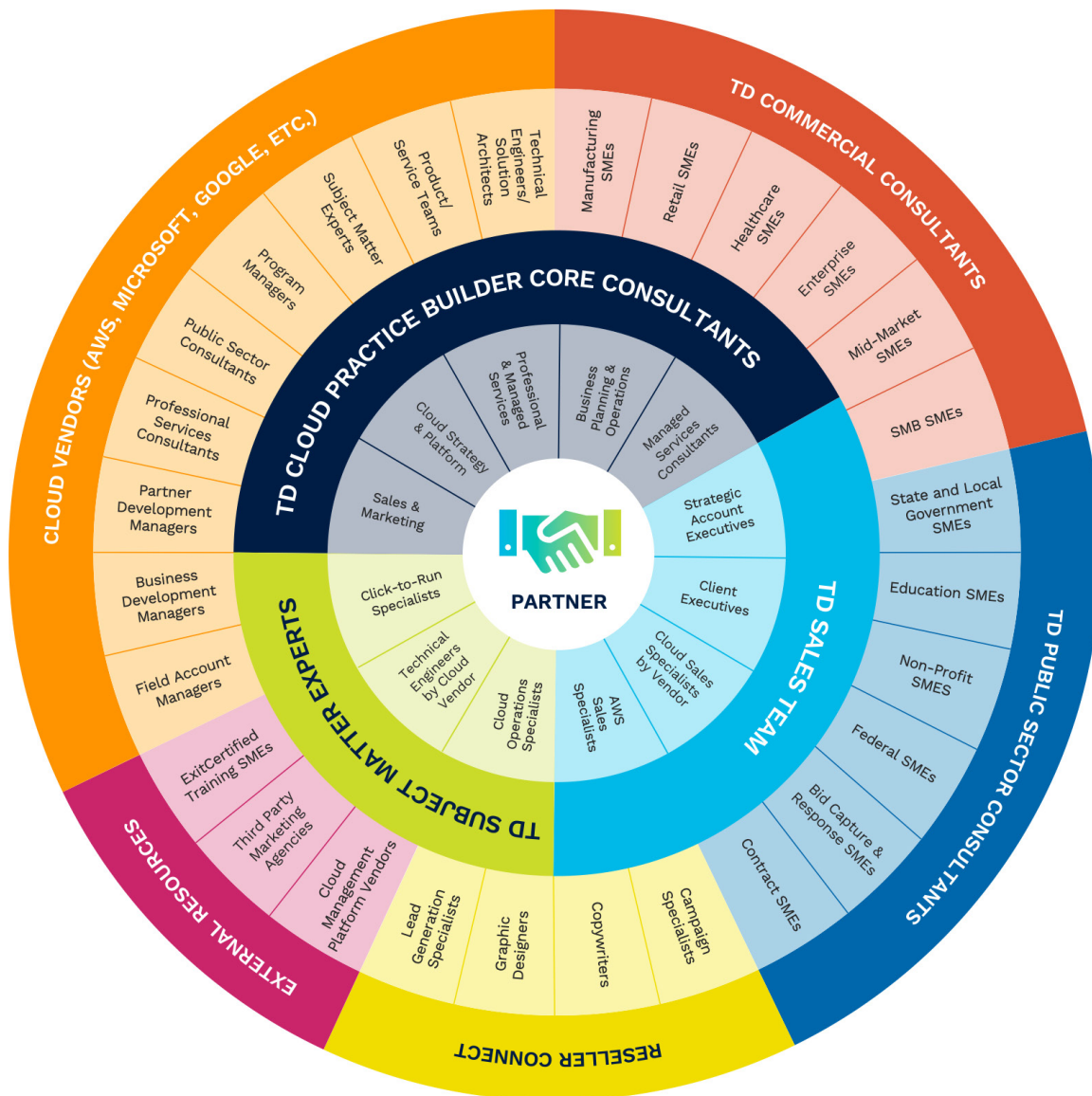
Dedicated to a highly individualized engagement, TD SYNEX was able to open doors, help them make the right decisions, establish connections with the right resources, and customize a plan to fit Aligned's needs.

Before the Cloud Practice Builder consulting engagement, Aligned was taking a broad approach to business and marketing strategy, which seemed to serve them well enough. At the outset, TD SYNEX recommended a strategic pivot to verticals, and helped Aligned identify areas of strength – Public Sector, Healthcare, and Gaming, with a focus on Security – and to prioritize them in their Go-To-Market Strategy. This game-changing shift in the beginning of their Cloud Practice Builder journey created a roadmap for the future as they built a business and marketing strategy with a vertical focus and key differentiation factor in Security.

TD SYNEX first helped Aligned realize the strength of a vertical strategy and to position themselves as experts. These particular verticals are highly regulated and have heightened requirements from a compliance and certification perspective – especially when it comes to Security. The Cloud Practice Builder team was able to facilitate connections with SMEs across these sensitive areas, pairing the Aligned team with experts to help them target these markets effectively.

In line with developing this vertical focus, TD SYNEX helped Aligned stand up their marketing arm by first analyzing their needs, something Aligned had no prior experience with. Working with TD SYNEX to execute a new marketing strategy around the Security differentiator has resulted in a clear advantage that has impact at every level. After TD Synnex helped them assess whether to hire internally or engage an agency, they coordinated the effort to source an external agency. By focusing on their needs and cutting out noise, TD SYNEX enabled Aligned to make not only the right business decisions in regards to marketing, but also allowed them to focus on recruiting in other areas that were more business critical.

Practice Builder Connection Framework



What Were the Results?

The specificity of the Go-To-Market Strategy reinforced and evolved their Security focus, which Zemonek now calls their “Superpower.” On track to receive advanced Security competencies to prove their expertise, the team’s focus on Cloud Security guides their roadmap for the future.

“Building this practice and capability through Cloud Practice Builder fundamentally changes the way you look at and approach customers,” Zemonek explains.

“The residual has grown significantly, but we are also getting a lot of drag in other domains we would not have been engaging with before. This has produced a significant amount of consulting dollars and marketplace opportunities we didn’t have before.”

Not only does Aligned now have a seat at the table with strategic Cloud partners like AWS, they went from start-up to over \$15 million in ARR, with consulting dollars in the millions, while carving out a Cloud marketplace pipeline of projects between \$10-20 million.

Speaking to the velocity in which Aligned was able to progress through AWS tier, they reached the Select Tier Services Path as “Validated” within 6 months. In the next few months, they expect to achieve the “Advanced” tier.

Advice to Other Partners

Zemonek’s advice is to lean into the support system that TD SYNEX provides through the Cloud Practice Builder program, both during and after the engagement. Aligned had numerous competing priorities when they started. TD SYNEX gave Aligned the confidence to target the right opportunities and spend precious time on the top priorities. Zemonek expressed that you do not need to have all of the answers to get started with Cloud Practice Builder. That’s part of the journey. Come with an open mind and the commitment to grow your practice, and the TD SYNEX team will help with the rest.

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