

# CHOOSING A DISTRIBUTOR

## 8 THINGS TO CONSIDER

Sure, you can go online to shop for products from A to Z, but who's there to guide your decisions? And what about tech support after the fact?

**Partnering with a reliable IT distributor like ASI will help you better support the SMB market.**

Find out more in this infographic.

1

### PERSONALIZED SERVICE



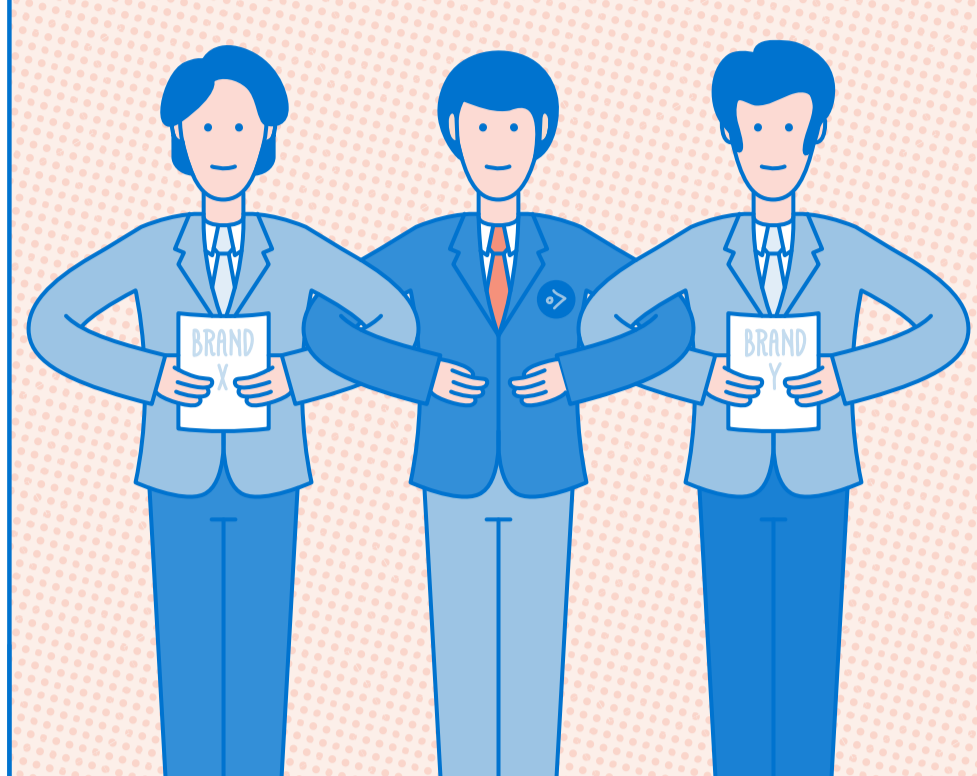
Distributors can be a trusted advisor. In fact, dedicated account managers at ASI are directly responsible for your business; they'll suggest products and identify opportunities to help you attract more SMB clients.

**46%** of SMBs look to **OUTSIDE IT FIRMS** for greater expertise and guidance.<sup>1</sup>

SMBs make up **80%** OF ALL BUSINESSES and **SPEND \$180B** annually on IT<sup>2</sup>

2

### VENDOR RELATIONSHIPS

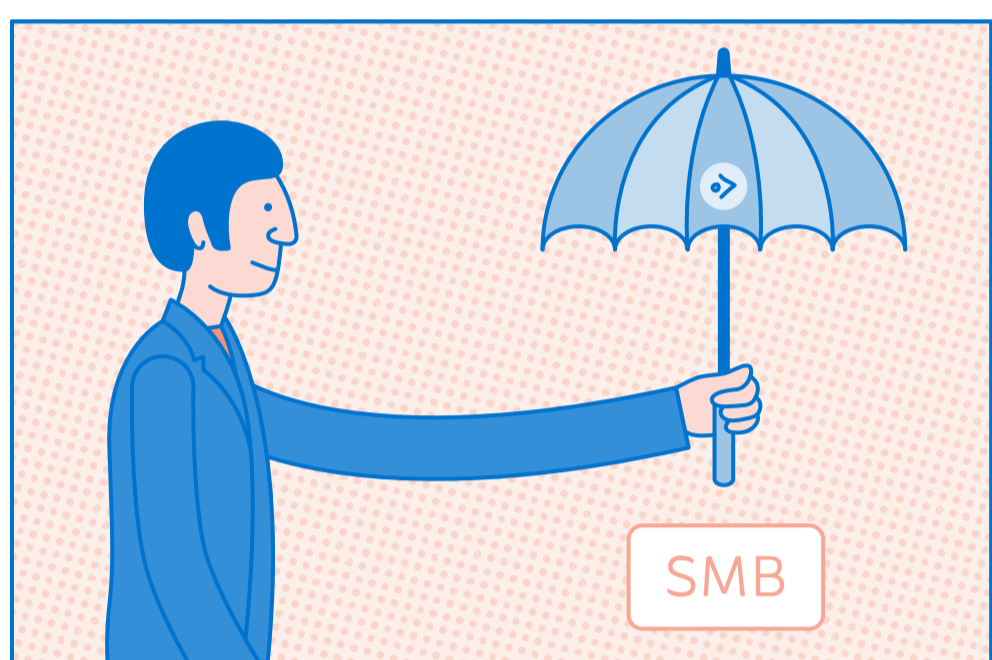


Leading distributors such as ASI have **strategic partnerships with top IT brands**. As a result, you'll have early access to new innovations, leading to more opportunities to increase your SMB sales.

Nearly **50%** of SMBs **WOULD INCREASE THEIR IT BUDGETS FOR AN INNOVATIVE SOLUTION** that enables new business processes.<sup>1</sup>

3

### SMB CHANNEL EXPERTISE

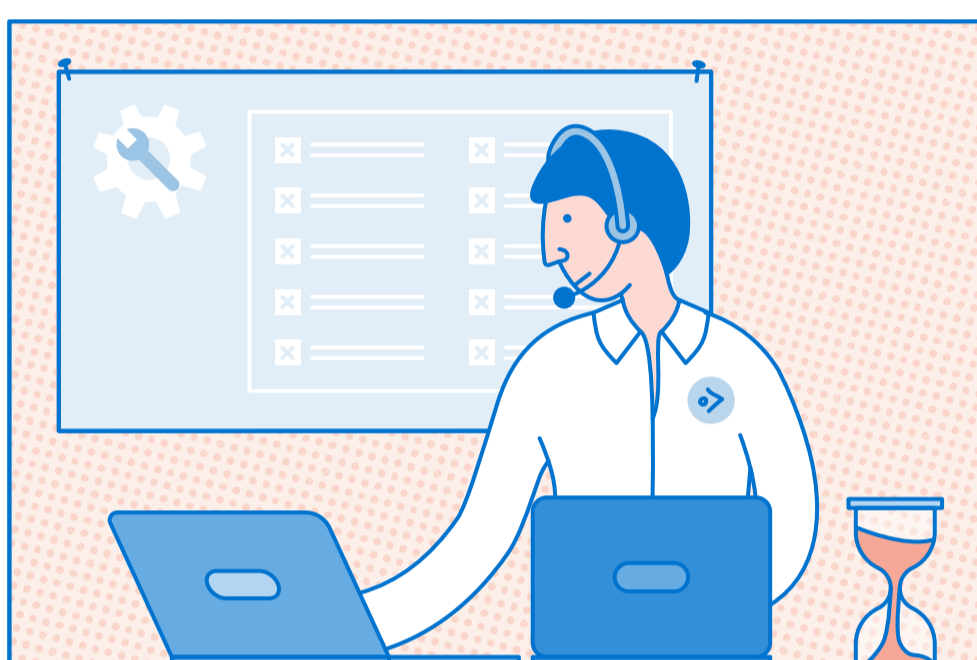


Look for a distributor that supports a **wide range of resellers** and offers solutions for specific markets, such as SMB, education and healthcare.

ASI has a **DIVERSE PRODUCT PORTFOLIO** that's ideal for these markets. As an Authorized Distributor of over 150 vendor brands, ASI supports channel resellers with up to **10,000 SKUs** for cloud computing, data centers, clients, security, storage, networking, gaming and more.

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### TECHNICAL SUPPORT



ASI invests in a highly trained IT support staff that can help you **avoid problems and resolve issues**—be sure your choice of distributor has this available.

ASI handles **50,000+** **POST-SALES SUPPORT COMMUNICATIONS** from resellers annually.

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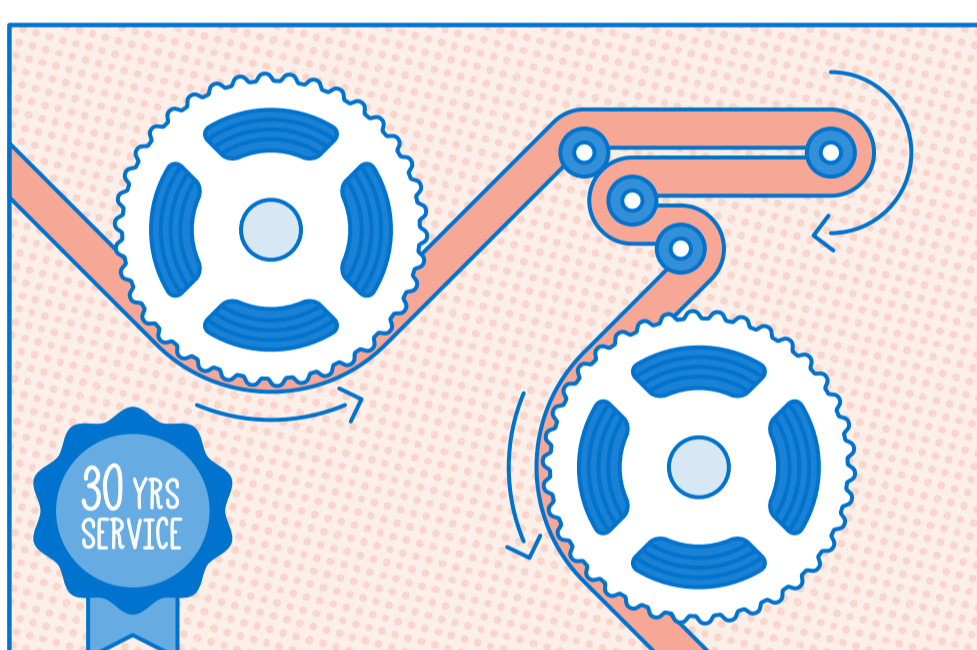
### KNOWLEDGEABLE SALES TEAMS



Likewise, ASI sales personnel have regular IT training to keep them up-to-date on new solutions and market trends—so they can be more effective long-term IT advisors.

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### SYSTEM INTEGRATION



ASI provides value-add services including **ISO-certified custom systems integration**, packaging services, rack-level integration, test script development, configuration management, and more.

ASI has **30+ YEARS OF INTEGRATION EXPERIENCE** for high-end clouds as well as data center servers, client desktops, notebooks, NAS, etc.

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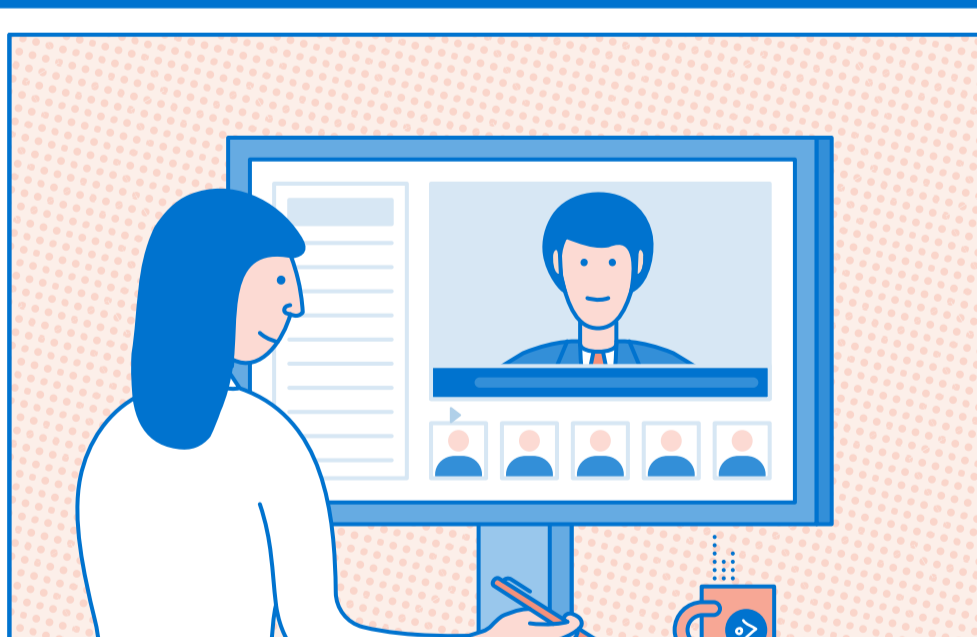
### FINANCING OPTIONS



Distributors such as ASI offer a range of **finance programs** and have the inside scoop on **special discounts and incentives**, which are important for stretching budgets further.

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### CUSTOMER TRAINING



ASI gives your company a competitive advantage and keeps your staff up-to-date on technology by offering **webcasts, regional seminars, and live technology roadshows**.

Annually, **4,500+** **RESELLERS JOIN AN ASI EDUCATION EVENT** to learn about new technologies, market trends, and growth opportunities in the IT market.

## ASI: THE RIGHT DISTRIBUTOR, RIGHT NOW

ASI has been a leader in the distribution of IT products for over 30 years and also offers custom integration on notebooks, desktops, servers, and NAS systems. Founded in 1987, the company has rapidly grown to become the partner of choice for over 8,000 VARs throughout North America.

**Discover why ASI is the right distributor to meet your IT needs.**

**LEARN MORE**



#### SOURCES:

- [mspmentor.net/managed-services/031215/what-does-it-take-to-be-innovative-msp-comptia-explains](https://mspmentor.net/managed-services/031215/what-does-it-take-to-be-innovative-msp-comptia-explains)
- [searchcio.techtarget.com/blog/CIO-Symmetry/Survey-SMB-IT-spending-will-reach-600B-in-2015](https://searchcio.techtarget.com/blog/CIO-Symmetry/Survey-SMB-IT-spending-will-reach-600B-in-2015)