



Customer Immersion Experiences (CIEs) from Tech Data

Level up your opportunities with immersive sales

Provide Customer Immersion Experiences (CIEs) to your customers: hands-on, story-driven demonstrations of the latest Microsoft technology from Tech Data experts.

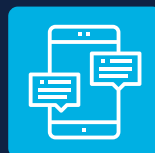
CIEs show end-users the real-world benefits they'll gain in their day-to-day jobs with Microsoft solutions; engaging them with tangible business outcomes, rather than speaking at them with technical details.

“ Why tell customers how great a solution is, when they can experience it instead? ”



Differentiate yourself with CIEs

Vendors usually reserve the immersive experiences of CIEs for their enterprise-sized clients, but, exclusively with Tech Data, you can now offer them to any size business. It's a huge point of differentiation for your portfolio, and makes CIEs a great opportunity to win more with your SMB customers.



SMB Expertise

Tap into Tech Data's deep expertise and experience in the SMB market, and let us help you deliver tangible business outcomes to your customers, not products.



Active Engagement

Drive customer intent towards your business and increase solution adoption rates by having users proactively experience products in the company of experts.

How does it work?

First: our experts work with you to establish your customers' needs, and the most appropriate CIE for them.

You and your customers will then be invited to a CIE session with our facilitators.

During the session: your customers will work through real-world scenarios and role-playing exercises, exploring how the chosen solution solves issues they encounter, and are given the opportunity to ask any and all of the questions they may have.

Each CIE has two Tech Data facilitators: the first drives the narrative of why the solution is best for your customer, the second is on hand to provide any required technical assistance. Both are highly experienced, and focussed on delivering the message you want to convey to your customers.



Which to choose...



Secure Work from Anywhere

The very best in large-scale remote work that keeps businesses and their people secure.



Modern Workplace

Environments fit for purpose in a digitally transformed world, focussed on Connected Experiences and Intelligent Security.



Microsoft 365 Teamwork (Teams Deepdive)

Overcome collaboration challenges and drive teamwork throughout businesses, wherever staff are located.

Why not create your own?

Need something a little bit different? We can work with you to create your own custom CIEs that best fit your portfolio, as well as very specific customer product and licensing requirements.



The Complete Journey

Exploring leading solutions within a CIE is just the beginning.

Once your customers have completed their experience, our team work with you to plan the full roadmap towards solution adoption.



With a clear structure in place, your customers can better visualise how and why they should work with you, increasing your opportunity for success.

- ✓ Drive customer intent
- ✓ Increase conversion rates
- ✓ Deliver tangible outcomes
- ✓ Increase adoption

Contact your local Tech Data Cloud team to book your CIE today:

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