TURNING VALUE INTO WINS

SHI

SYNERGY ASSOCIATES

Smarter sourcing with Craig @Synergy

ACCELERATING GROWTH WITH OUR RESELLER PARTNERS

HEWLETT PACKARD ENTERPRISE (HPE)

As a Tier-One authorized distributor for HPE Renew, Synergy Associates stocks an extensive range of HPE compute including ProLiant Servers, upgrade and options, **Excess New and End of Life (EOL)** ensuring our resellers have access to HPE solutions needed to serve demanding business environments.

HPE ARUBA

Synergy Associates is an authorized distributor for HPE Aruba Reman, presenting a full array of networking products. Our offerings cover Switches, Wireless LAN & Access Points, Routers, and Networking Accessories. We equip resellers with remanufactured Aruba solutions essential for creating robust, state-of-the-art networking infrastructures.

GENUINE HPE PARTS DISTRIBUTOR

Synergy offers a comprehensive inventory of **authentic, warrantied HPE-certified parts,** including memory, storage, power supplies, and networking. We provide resellers with reliable solutions to maintain and optimize HPE infrastructure, helping customers avoid compatibility issues, downtime, and warranty risk.

DELL TECHNOLOGIES

As an authorized distributor, Synergy Associates offers a robust portfolio of Dell EMC rackmount, modular and tower server options that can be custom configured-to-order (CTO). All products are recertified at the Dell factory, certified to the same quality as new and are covered by the same award-winning Dell Support.

SYNERGY ASSOCIATES | SHI

HPE | DELL EMC | HPE aruba networking | HPE POINTNEXT | DELL Technologies

OUR 3 PILLARS OF VALUE

Time to Value

Accelerating the speed at which our products and services deliver tangible benefits to our customers. This ensures profitability with availability, custom configuration, competitive pricing and rapid service.

Price Advantage

We want our customers to benefit from the best ROI. Leveraging our OEM partnerships and operational efficiencies, we provide pricing that is not only competitive but also often below the market average.

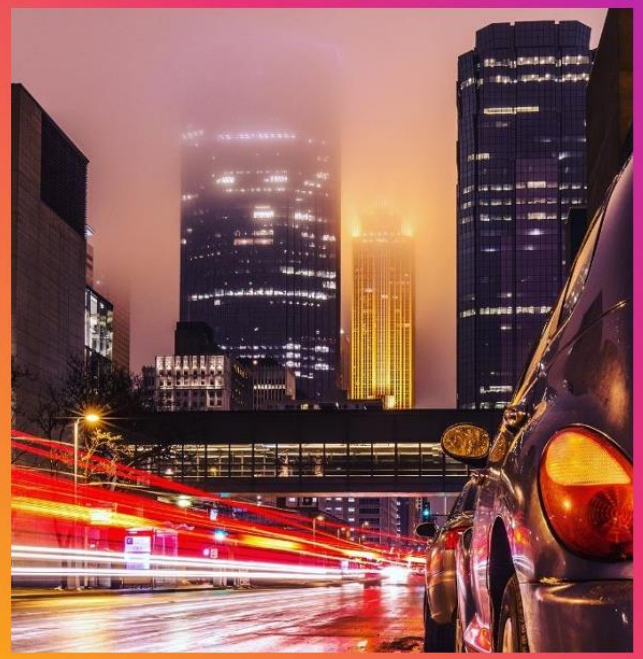
Execution – Above Industry Standards

Every aspect of our customer interaction and product delivery is handled with the utmost efficiency. We commit to exceeding industry norms in every project and transaction.

SYNERGY ASSOCIATES | SHI

HPE | DELL EMC | HPE aruba networking | HPE POINTNEXT | DELL Technologies

ACCELERATING VALUE TO OUR PARTNERS



We manage an extensive inventory in our distribution center in Minnesota.

In the past 26-years, we have shipped more than two million shipments.

Our award winning Technical and Sales teams are certified by the OEMs.

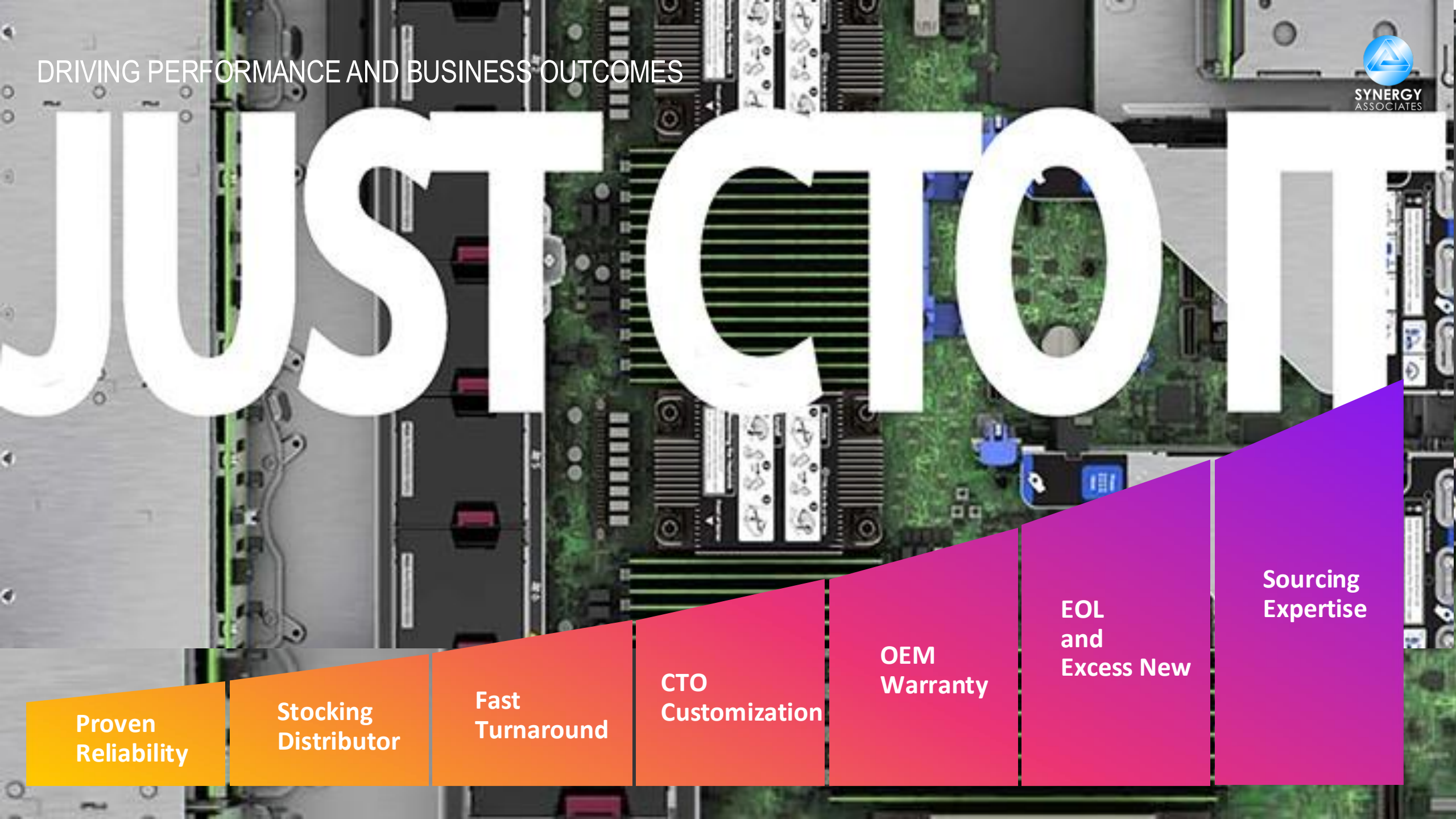
SYNERGY ASSOCIATES | SHI

HPE | DELL EMC | HPE aruba networking | HPE POINTNEXT | DELL Technologies

DRIVING PERFORMANCE AND BUSINESS OUTCOMES

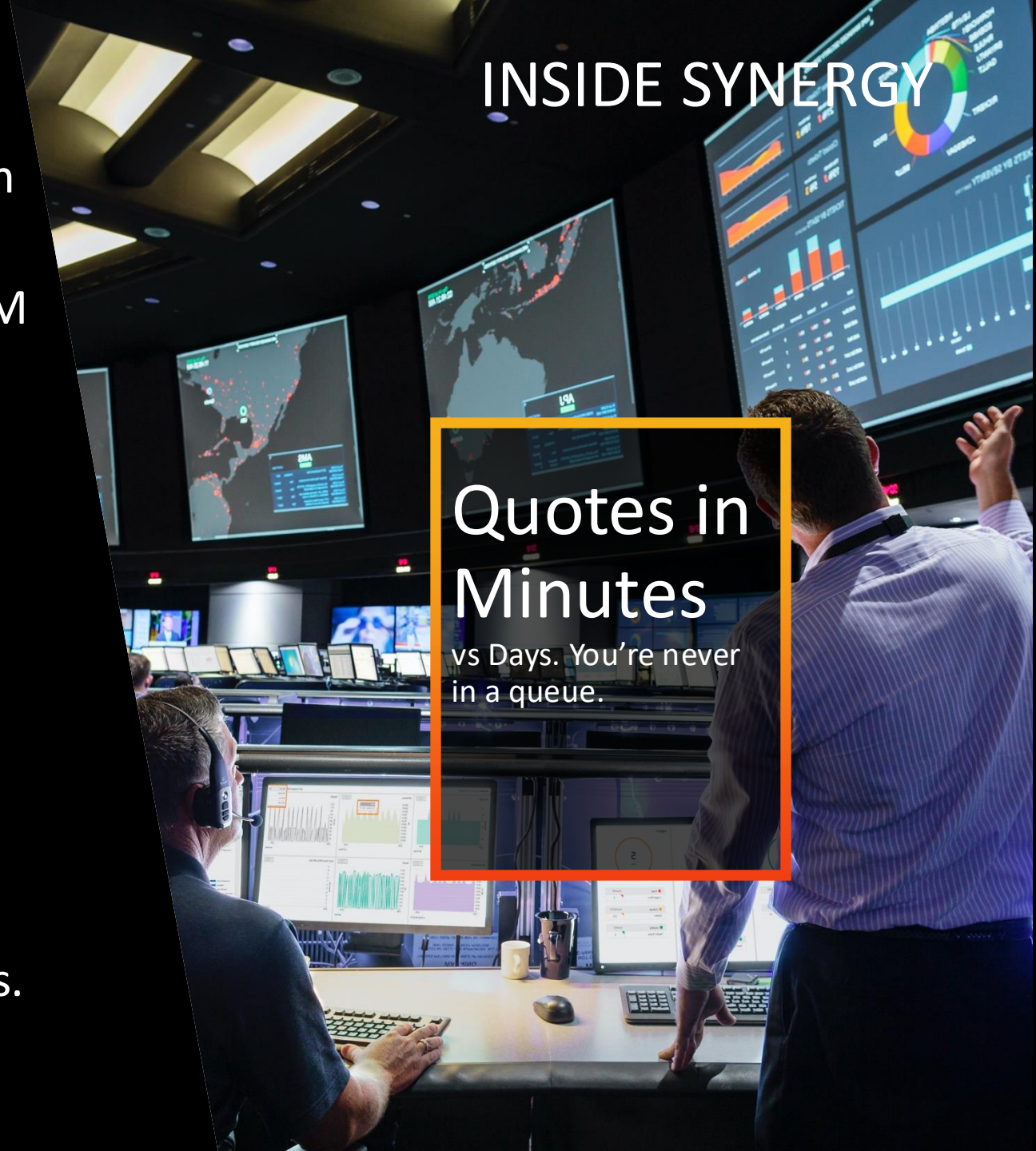
SYNERGY ASSOCIATES

JUST QTOT



INSIDE SYNERGY

- **CTO from Mod Zero** – From systems in stock, we build to exact specifications with stocked server options.
- **Sourcing Expertise** – We leverage our OEM relationships on multiple channels to secure high-demand systems and options others can't.
- **Warranty Integrity** – Every configuration ships with full OEM warranty and support eligibility.
- **Configuration Flexibility** – Ability to meet unique specs, mixed-generation requirements, and upgrade paths.
- **Faster Delivery** – Ready-to-ship base systems mean days, not factory lead times.



www.synllc.com/shi-hub

SYNERGY ASSOCIATES | SHI

LOW PRICING STRATEGY

- **Ready to CTO Solutions**
  We start with the base configuration, then build to customer specifications using stocked server options.

- **RPB Advantage**
  As an authorized Genuine HPE Replacement Parts distributor, we source server options at lower cost direct from HPE.

- **Better Price, Same Warranty**
  Custom configurations built from OEM server options deliver the same-as-new warranty at a lower cost.

www.synllc.com/shi-hub

SYNERGY ASSOCIATES | SHI

WHEN TO CALL CRAIG @SYNERGY

- ✅ Highly competitive opportunity or the Customer has a lean IT budget
- ✅ Competing against a broker, gray-marketer or marketplace
- ✅ Inventory constraints on new products
- ✅ When organizations want to build upon or mirror existing infrastructure, OS requirements
- ✅ Need deeper discounts than new products can provide
- ✅ DR/HA solution; Software testing and development; training and demo rooms
- ✅ When you're locked out on deal registration

SYNERGY ASSOCIATES | SHI

HPE | DELL EMC | HPE aruba networking | HPE POINTNEXT | DELL Technologies

WHEN DO SALES REPS LOVE SYNERGY?

When price matters

My go-to for customers with pricing targets is the Synergy Associates team. Synergy has proven to be consistently unbeatable in price, margin, responsiveness and customer satisfaction.

Synergy has been my pipeline partner to win long shot deals over and over again.

Bob O.
Senior Account Executive

To keep competitive

In deals when we do not have a deal registration, I call Synergy to stay competitive. And when we do own the deal reg and yet we need to be more price aggressive, such as deals vs competition, we rely on Synergy.

Synergy is very responsive in time sensitive situations when we need to turn a quote quickly.

Paul J.
Sales Manager

In a time crunch

We call Synergy to leverage buying through the channel with full OEM Warranty. When we have hard to find products or there is a recently discontinued product no longer available new, Synergy has been an asset. Their turnaround time and responsiveness have been great.

We also call them when our lead times are extended and we're getting pressed. If they do not have the product in stock, they are quickly able to offer a comparable alternative but most often they meet our requirements. We have used Synergy with both SMB and enterprise for situations exactly like this.

Scott W.
Senior Account Executive

"My reps make more margin with the deals at Synergy than with any other disty" ~VP, Authorized Partner Reseller

SYNERGY ASSOCIATES | SHI

https://synllc.com/shi-hub/

SHI HUB

Synergy is committed to your success in reselling HPE and Dell. Dive into our resources below for pricing scenarios, sales guides and insightful videos on new vs. recertified products.

Let's achieve great performance and build revenue together!

TEAMS CHAT WITH CRAIG

SET UP TIME WITH CRAIG

The Right Aruba Switch, Without the Wait

A customer calls. Their switch failed. What's your next move?

If you're waiting on backorders, they're looking for another supplier. With Aruba Renew from Synergy Associates, you can support urgent replacements.

✓ **Replace a failed switch** – Keep customers running with same-day shipping
✓ **Expand existing networks** – Match deployed hardware without reconfiguring
✓ **Stay on budget** – Up to **80% off MSRP, fully tested, HPE-certified**
✓ **Skip long lead times** – If it's in stock, it ships today

Download Inventory Snapshot →

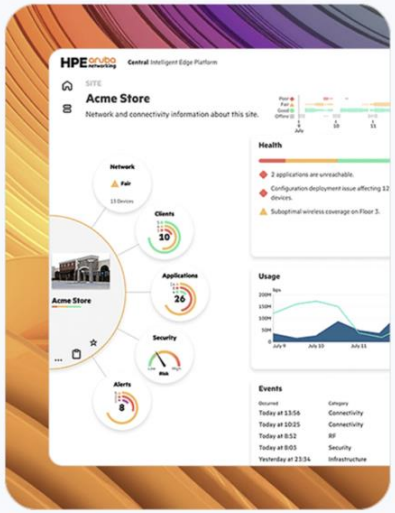
Let's Quote This! →

Hewlett Packard Enterprise

Distributor

HPE aruba networking

SYNERGY ASSOCIATES



HPE

HPE SPARES

DELL Technologies

ROK Hewlett Packard Enterprise RDS-CAL

ROK Hewlett Packard Enterprise SERVER

Microsoft

THANK YOU

Craig Schletty
Senior Account Manager
cschletty@synllc.com
O: 763.383.9920 | M: 612-418-4817

SYNERGY ASSOCIATES | SHI | HPE | DELL EMC | HPE aruba networking | HPE POINTNEXT | DELL Technologies