



PATHWAYS TO OPPORTUNITY



Partnering with ScanSource and Intelisys sets you on the
PATHWAY TO OPPORTUNITY.

Through our interconnected network of technology services and hardware suppliers, you have access to just the right tools and support to meet your clients' requirements.

Flip through this guide to learn more about essential technology pathways. We've included TAM, CAGR, discovery questions, and more. Hang on to this guide as a quick reference primer for tough or unfamiliar sales conversations.

And the best part is, we're on this journey with you, riding shotgun all the way.



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PATHWAY 1

Customer Experience (CX) and Unified Communications (UC)

Better unified communications (UC) solutions are essential for hybrid workforces. They also are an integral part of improving customer experience (CX), which in turn drives an increase in loyalty. Working together, UC and CX tools help improve employee experience (EX) as well.



	'27 TAM	'22 - '23	5Y CAGR								
UCaaS	\$15.2B	4.65%	4.64%	■	■	■	■	■	■	■	■
CCaaS	\$7.6B	21.52%	14.41%	■	■	■	■	■	■	■	■

ADJACENT TECHNOLOGIES

- AI
- Connectivity verticals
- Omnichannel
- TEM
- WFO (work force optimization), QM, WFM, call recording, etc.

HIGH-POTENTIAL VERTICALS

- Education
- Finance
- Government
- Healthcare
- Retail

DISCOVERY QUESTIONS

- What is your cloud strategy when it comes to collaboration?
- How do you define a great customer experience? What tools are you missing that can help deliver that?
- Why/how are your customers contacting you today?
- How do you reach/contact potential customers?

USE CASES

- Improve the customer experience (CX)
- Enhance the state of technologies like IVR, omnichannel, AI, and social media
- Deliver greater employee mobility
- Enhance customer relationship management (CRM)

ROUTES TO MARKET

AGENT	RESALE
✓	✓

GLOSSARY

ICR (intelligent call routing): Software routing that can identify callers and direct them to appropriate agents.

Natural language: Active speech-based self-service. Voice-enabled IVR (interactive voice response) that understands natural, conversational language (vs. a series of commands), thereby improving customer experience.

IVR (interactive voice response): Prerecorded voice/speech prompts and menus; self-service.

CTI (computer telephony integration): Phones and computers are allowed to interact (i.e., screen pops).

ACD (automatic call distribution): Solution that evenly distributes calls.

ChatGPT: Natural language processing tool driven by artificial intelligence (AI) technology that allows human-like conversations with the chatbot. The language model can answer questions and assist with writing tasks.

PATHWAY 2

Mobility

Mobile technologies are an essential part of everyday business for many organizations, bridging the gap between physical and digital workplaces. Mobility solutions enhance access to information, improve process efficiency and worker productivity, and help minimize operational costs.



ADJACENT TECHNOLOGIES

- IoT
- MDM/MEM
- mPOS
- Payments
- Telematics

HIGH-POTENTIAL VERTICALS

- Home health
- Logistics
- Manufacturing
- Retail
- Warehousing
- Work from home

DISCOVERY QUESTIONS

- Do you have domestic or international offices?
- Is this voice, data, or both?
- Who is managing your mobility practice? (Who approves the bills?)
- How do you track your inventory of devices?

USE CASES

- Promote efficient resource utilization
- Minimize human efforts
- Provide a network replacement for outdated technologies
- Offer the ability to remotely control and adjust devices (MDM)

ROUTES TO MARKET

AGENT	RESALE
✓	✓

GLOSSARY

Transport medium: Communication platform that sensors use to transfer the data captured. Every option has specifications and trade-offs regarding power consumption, range, and bandwidth, so choosing the best connectivity option in the IoT system is important.

Mobile device management (MDM) or mobile endpoint management (MEM): Software solution that allows organizations to manage and secure mobile devices such as smartphones and tablets.

Smart SIM: Versatile tool that can be used to connect devices, manage data, and improve security in a variety of applications.

Cloud computing: Solution that allows employees to access work files and applications from any device with an internet connection.

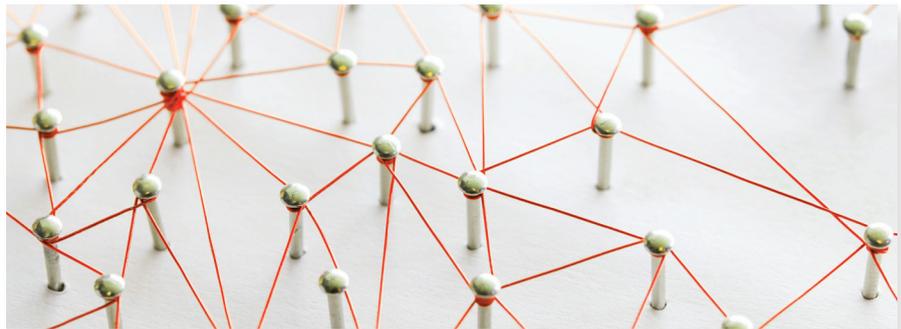
'27 TAM	'22 - '23	5Y CAGR
\$4.8B	3.48%	3.47%



PATHWAY 3

Networking and Connectivity

Networking is the process of linking computers so they can communicate. Connectivity allows systems, platforms, and applications to interact. Deploying networking and connectivity solutions that work well together is extremely important to helping businesses achieve greater success.



ADJACENT TECHNOLOGIES

- Cloud
- Security
- UC

HIGH-POTENTIAL VERTICALS

Networking and connectivity can be applied to most verticals. Think of this technology as the ‘plumbing’ that connects everything.

- PATRICK CHEN
Director, Solutions Engineer

DISCOVERY QUESTIONS

- Are you looking for a secure environment to which you can relocate your application infrastructure?
- To what, if any, compliances does your organization need to adhere?
- With what, if any, existing carriers do you need connectivity within a new facility?

USE CASES

- Improve application performance for both data and voice/video applications
- Centralize management across branch networks through a simple management console, reducing the need for manual configuration and on-site IT staff
- Help organizations shift their resources away from IT and back into building the organization
- Provide a physically secure IT environment with affordable, enterprise-level data protection technologies

ROUTES TO MARKET

AGENT	RESALE
✓	✓

GLOSSARY

Network aggregator: Solution that combines multiple internet carriers into a single bill.

Multiprotocol label switching (MPLS): Switching used in wide area networks (WANs). Uses labels instead of network addresses to route traffic in a more-optimal way. Is protocol-agnostic and can speed up, as well as shape, traffic flows across WANs and service provider networks. Reduces downtime and improves speed and QoS.

Dedicated internet access (DIA): High-speed internet connection that is not shared with other businesses. Delivered via the ethernet or a private line, DIA provides highly secure and reliable internet connectivity for businesses to manage operations without interruptions.

Broadband: Wide bandwidth data is transmitted over a high-speed internet connection.

SD-WAN: Application aware, over-the-top connectivity service that gives any user the same performance for any application over any connection, anywhere.

	'27 TAM	'22 - '23	5Y CAGR								
Networking	\$45.2B	7.99%	6.42%	■	■	■	■	■	■	■	■
Connectivity	\$110B	+0.21%	-0.21%	■	■	■	■	■	■	■	■

PATHWAY 4

Security

Businesses, schools, and the public sector need reliable protection from danger, regardless of whether it is caused by internal or external threats. Outdated security solutions lead to increased vulnerability, meaning it is crucial customers have implemented the latest and best solutions available.



	'27 TAM	'22 - '23	5Y CAGR
Physical Security	\$12B	13.83%	6.35%
Cybersecurity	\$124B	13.33%	12.66%



Security is good for any project because every project adds risk. How you mitigate that risk is part of the security question.

- JAMES MORRISON
National Security Specialist



ADJACENT TECHNOLOGIES

- Cloud
- Connectivity
- CX
- Infrastructure
- Network

HIGH-POTENTIAL VERTICALS

- Education
- Financial
- Government
- Healthcare
- Public infrastructure

DISCOVERY QUESTIONS

- What are your compliance/insurance requirements?
- How would a breach impact your business? Have you suffered a breach?
- How are you securing data (cloud, on-premises, remote)?
- Do you have the appropriate IT security staff and expertise?
- How are you protecting your business today?
- What are your plans for physical security in the future?
- How is your physical security integrated with your overall security program?

USE CASES

- Safeguard critical infrastructure
- Ensure compliance with data-protection regulations
- Protect personal data and privacy
- Counter advanced, persistent threats
- Ensure policies and procedures are tested and up to date

ROUTES TO MARKET

AGENT	RESALE
✓	✓

GLOSSARY

Video surveillance, also known as CCTV (closed-circuit television): The use of cameras to monitor people and activities in a particular area.

Intrusion/alarm: Solution that alerts when a system or area is entered without authorization.

Access controls: Security measures that restrict who can access a particular resource. Used to protect sensitive data, systems, and applications from unauthorized access.

Physical controls: Security measures that protect IT systems from physical harm, i.e., security guards and locked doors.

Technical controls: Protection methods that secure network systems. Hardware, software, and network-level protection are included within a company's specific technical controls. Cybersecurity efforts including layered security are included in this category.

Administrative controls: Policies and procedures put into place by an organization and directed at employees. For example, training employees to help ensure they label sensitive information as "confidential" or keep private files in the proper folders.

PATHWAY 5

Point-of-Sale (POS) and Payments

Today, checkouts can happen almost anywhere. Modern point-of-sale systems handle transactions digitally, including adding taxes, generating receipts, and tracking inventory. And payment processors ensure credit- and debit-card information securely arrives at the correct financial institution.



ADJACENT TECHNOLOGIES

- CRM, WMS, blockchain
- Mobility
- Printing
- RFID
- Scanning

HIGH-POTENTIAL VERTICALS

- Convenience
- eCommerce
- Hospitality
- Pharmacy retail
- Retail
- Utilities

DISCOVERY QUESTIONS

- Is your organization required to meet PCI standards?
- What kind of reporting would you like to see with your POS?
- Is your current POS cloud-based? Does it have any on-site backups to continue sales if the business goes offline?
- How do you store your customers' data today?
- Are you looking to implement self-service technology for your environment?

USE CASES

- Record each purchased item
- Perform override operations and easily debug issues in the system
- Provide tax information more easily to government tax agencies
- Make commission data quickly and easily accessible for sales teams

ROUTES TO MARKET

AGENT	RESALE
✓	✓

GLOSSARY

Point-to-point encryption: A Payment Card Industry Security Standards Council rule requires that when a credit card is used to make a purchase, the card's information is immediately converted to a secret code and remains in that format until the payment process is complete.

Multi-channel solutions: These help businesses sell things in their physical stores, on the internet, and even while traveling, all using one integrated system.

AI-powered POS systems: These help stores know what products to have in stock and how to tell people about them. Information is based on real-time data, an improvement over the previous ways of determining customers' preferences.

Terminal: Device at a store that takes credit- or debit-card payments. Contains special software that reads the stripes on cards.

Order management system: Software application used to track a business's orders.

	'27 TAM	'22 - '23	5Y CAGR
POS/Retail	\$10.2B	5.37%	9.83%
Payment Terminals	\$.83B	2.07%	8.84%



PATHWAY 6

Cloud Services

Cloud services are applications and infrastructure resources that are found on the internet. These flexible solutions support productivity from anywhere, so they are incredibly valuable for today's and tomorrow's hybrid workforces. Cloud services also help partners build their recurring-revenue practice.



ADJACENT TECHNOLOGIES

- Network
- SD-WAN
- Security
- TEM

HIGH-POTENTIAL VERTICALS

- Financial services
- Healthcare
- Software companies

DISCOVERY QUESTIONS

- What business-critical applications do you need, to remain open?
- How stressed is your IT organization managing your desktops? Do you have a remote workforce and how does it access your corporate systems and data?
- What applications are you using? Where do they live? How do your users get to them?

USE CASES

- Recover after a disaster because without a DR plan, a company could be reset to day one during a disaster
- Optimize the workforce by reducing operational efficiency costs, allowing IT staffs to focus on projects that directly benefit the business
- Integrate seamlessly with remote workforces and BCDR solutions by desktop
- Deploy cloud security to positively impact security-conscious companies invested in protecting their data

GLOSSARY

Private cloud: Cloud computing dedicated to one customer that also has the benefits of on-premises IT.

Public cloud: A cloud service provider offers IaaS as a multi-tenant cloud hosted in its data center and sold to a customer as needed. Billed in vCPU, RAM, and storage slices in a pay-as-you-go consumption model. Can be self-managed by the customer or delivered as a managed cloud by the cloud service provider.

Recovery time objective (RTO) or recovery point objective (RPO): The maximum tolerable length of time that a computer, system, network, or application can be down after a failure or disaster occurs. For example, if the RTO for a given application is one-hour, redundant data backup on external hard drives may be the best solution.

Suites: Dedicated, private server spaces within a traditional, raised-floor data center. They are fully enclosed and entered through a locked door. Suites may share power and a cooling infrastructure with other data-center tenants or may have these resources provided on a dedicated basis.

HCI: Fully self-contained, private, cloud-in-a-box solution that a customer or service provider can deploy in a data center, on a customer's premises, or in an edge location.

'27 TAM	5Y CAGR
\$14T	20%



AGENT	RESALE
✓	✓

RESOURCES



SupplierScope



Technology guide



Financial programs



ScanSource Defined



ScanSource
Financial Services



Services+



Discover Opportunity



Virtual sales engineer



IU trainings
and certifications



Upcoming events
calendar



Hybrid selling



Custom Configuration
Center



ScanSource
University



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