

TAKING YOUR BUSINESS TO NEW HEIGHTS.

Achieve growth by creating opportunities for all stakeholders.



AZtech Strategies, LLC
The Channel Convergence Experts.



WATCH YOUR BUSINESS GROW WITH OUR GO-TO-MARKET SOLUTIONS.

AZtech Strategies was founded in 1998 out of a frustration with traditional consulting. We felt the value of consulting should be more than to “simply validate” what the client already knew. Instead, the goal was to create a company that delivered new insights, uncovered emerging trends and partnered with clients to develop and execute truly differentiated Multi-Channel Go-to-Market strategies

Our goal is to help our clients set themselves apart by keeping their focus squarely on solving problems and creating opportunities for their customers. We believe there is nothing

more important. After all, without customers, there is no revenue.

Whether your goal is to take your business to the next level, develop new offers or enter new markets, AZtech Strategies can help.

Our real-time market intelligence **gives you a new perspective and deeper insight** allowing you to see the intersection of opportunities for your customers and your goals.

Our decades of experience **minimizes your risk** by steering you clear of roadblocks and the mistakes of the past.

Our industry expertise **accelerates your strategy** by opening doors and building valuable networks.

At AZtech Strategies, we believe growth is a win-win-win strategy.

WITH AZTECH STRATEGIES YOU CAN:

IMPROVE | MAXIMIZE EXISTING STRATEGIES AND RELATIONSHIPS.

Insure your execution is efficient. Minimize redundancies. Rationalize your current relationships to insure they are profitable. Operationalize best practices across the business.

EXPAND | CREATE NEW ALLIANCES AND PARTNERSHIPS.

Create new solutions, enter new markets, gain more traction in existing customers by leveraging new sales channels. Develop repeatable and scalable partnering models to drive efficiency.

GROW | INVEST IN PROFITABLE GROWTH OPPORTUNITIES THROUGH NEW INITIATIVES OR ACQUISITIONS.

Continuously monitor the market and competitive landscape to anticipate growth opportunities. Cultivate customer relationships to create mutual opportunities to thrive.



GO-TO-MARKET CONSULTING |

MAXIMIZE OPPORTUNITY BY LEVERAGING MULTI-CHANNELS

Transformational growth requires expanded breadth and depth of reach. But one size does not fit all. Channels must fit to your customers' requirements, your sales model and your ability to support them. Opportunistic partners to fulfill an RFP requirement, strategic alliances to enter new markets or resellers to serve SMB each requires a cohesive strategy to insure success and profitability. AZtech Strategies' deep expertise across all channel segments ensures you have the right strategy.

STRATEGY ASSESSMENT

GO-TO-MARKET READINESS AUDIT

MULTI-CHANNEL PROGRAM CREATION

MARKETING STRATEGY DEVELOPMENT

EXECUTION SUPPORT |

ACCELERATE YOUR GROWTH WITH PROVEN EXPERTISE

The talent required to quickly and successfully launch a breakthrough Go-to-Market strategy is rarely the same needed to manage and maintain momentum. The AZtech Strategies team provides our clients with the manpower and expertise needed to accelerate execution. Our staff becomes an extension of you, enabling you to stay focused during the critical launch period rather than being side-tracked by recruiting and training new employees.

MARKETING LEADERSHIP

MARKET & COMPETITIVE INTELLIGENCE

ALLIANCE DEVELOPMENT

MULTI-CHANNEL PROGRAM DEVELOPMENT

THOUGHT LEADERSHIP |

CREATE BARRIERS TO ENTRY BY PACKAGING YOUR INTELLECTUAL PROPERTY

Thought leadership is more than "nice to have;" it is a critical sales tool that minimizes the customer's risk of choosing you. Capturing, articulating and communicating your unique point of view creates barriers to entry and transforms you from a solution provider to a trusted advisor. AZtech Strategies brings the skills and expertise to discover what will differentiate you in the minds of your customers and the talent to create compelling content.

PLATFORM DEVELOPMENT

ADVISORY BOARD CREATION & MANAGEMENT

CONTENT CREATION

OUTREACH STRATEGY & PROGRAMS



COMPLETE SOLUTIONS OFFERINGS THAT WILL GUIDE THE EVOLUTION OF YOUR BUSINESS.

WWW.AZTECHSTRATEGIES.COM



AZtech Strategies, LLC
The Channel Convergence Experts

1719 SCOTT ROAD | AMELIA ISLAND, FL 32034 | 904.321.6642 TEL |