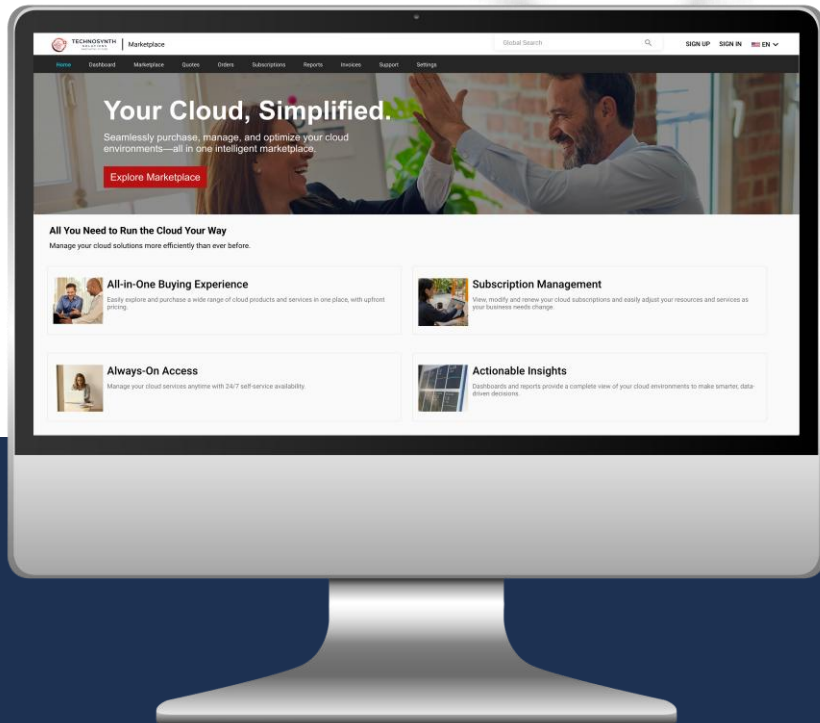
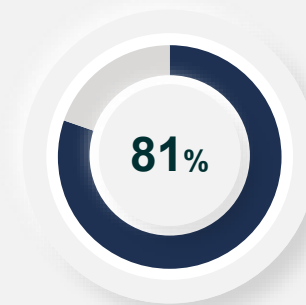


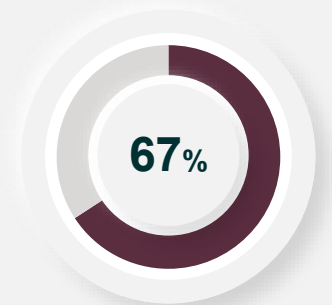
Why White Label Storefronts?



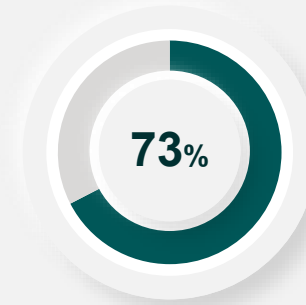
Market statistics highlight a strong and growing demand for **self-service tools**, especially among younger demographics, driven by convenience, speed, and accessibility.



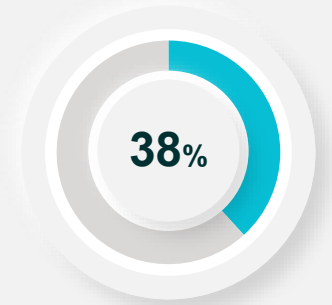
Of customers attempt to resolve issues themselves before contacting support.¹



Prefer self-service over speaking to a company representative.¹



Of customers favor website-based self-service portals for problem resolution.¹



Of Gen Z and Millennials are likely to abandon a support issue if it can't be resolved via self-service.²

Extend the power of StreamOne® automation to your customers with self-service access

Leverage branded marketplaces to boost commerce



Rapidly deploy with pre-defined **templates** or **configure your own** experience



New Rules & Recommendations
enable cross-sell
and up-sell

Customization by Customer

Develop different storefront templates to serve distinct customer types with full control over products, pricing, and customer experience.



Newly Enhanced White Label Storefronts

How StreamOne®
is **better**

Extends end-to-end
cloud management
to customers

Configurable to
match your needs



StreamOne® White Label Storefronts

TD SYNnex is launching a powerful integration of enhanced **StreamOne® White Label Storefronts** with a new Rules & Recommendations engine—delivering a seamless, intelligent cloud commerce experience for partners and end users.

Partner Benefits:

Revenue Growth	Operational Efficiency	Brand Control
Boost average order value with automated cross-sell and upsell recommendations	Offload routine tasks like provisioning, billing, and lifecycle management to self-service storefronts.	Develop different storefront templates to serve distinct customer types with full control over products, pricing, and customer experience

What's New?

RULES & RECOMMENDATIONS

Smart, behavior-driven suggestions that help customers discover relevant solutions—enhancing upsell and cross-sell opportunities.

TEMPLATES

Design tailored experiences for different customer segments with flexible, brandable templates.

ACCESS CONTROL

User access is based on roles assigned by the Admin Account, ensuring permissions are aligned with user personas.

SUPPORT (WORK QUEUE MGMT)

Enables you to efficiently manage support tickets raised by customers for order placement and subscription issues.

Purchase Rules & Recommendations

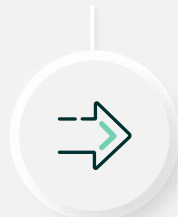
Create automatic cross-selling and upselling opportunities driving more sales

1 Rules-based

Partners control which products, plans, and features are shown to each customer.

2 Automated Suggestions

Cross-sell and upsell options based on user behavior and purchase history.



Trigger upsell campaigns

Promote “buy together” bundle offers

Target high-propensity segments

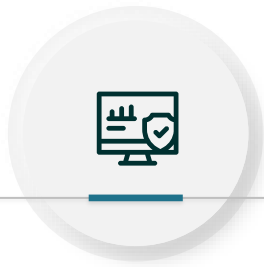


Available throughout the platform admin console as well as through white label storefronts.

How StreamOne[®] is better

Use data to power sales and increase revenue





StreamOne® Rules & Recommendations

Applies business-defined logic to manage product exclusions and deliver personalized recommendations, based on conditional rules to provide upsell and cross sell suggestions directly within the customer storefront.

- **Trigger** upsell campaigns at key lifecycle moments
- **Promote** “buy together” bundle offers for complementary products
- **Target** high-propensity segments with relevant offers

Boost average order value and help customers discover solutions they might otherwise miss.

Features

PERSONALIZED OFFERINGS

Partners control which products, plans, and features are shown to each customer for a more relevant shopping experience.

AUTOMATED SUGGESTIONS

The system recommends cross-sell and upsell options based on user behavior and purchase history.

OPERATIONAL CONTROLS

Rules can enforce credit limits, seat counts, and renewals, with notifications keeping partners informed.

CUSTOM BRANDING & ACCESS

Partners manage storefront branding and decide which modules are available to end users, balancing usability and operational efficiency.



Key **benefits** for end users

StreamOne® White Label Storefronts deliver a comprehensive marketplace experience for **customers**:

Self-Service Convenience

Users can manage accounts, subscriptions, and billing independently, reducing reliance on support teams.

Real-time Control

Customers can adjust subscriptions, view renewals, and manage purchases instantly through intuitive dashboards.

Personalized Shopping

Recommendations surface relevant products users may not have considered, improving satisfaction and discovery.

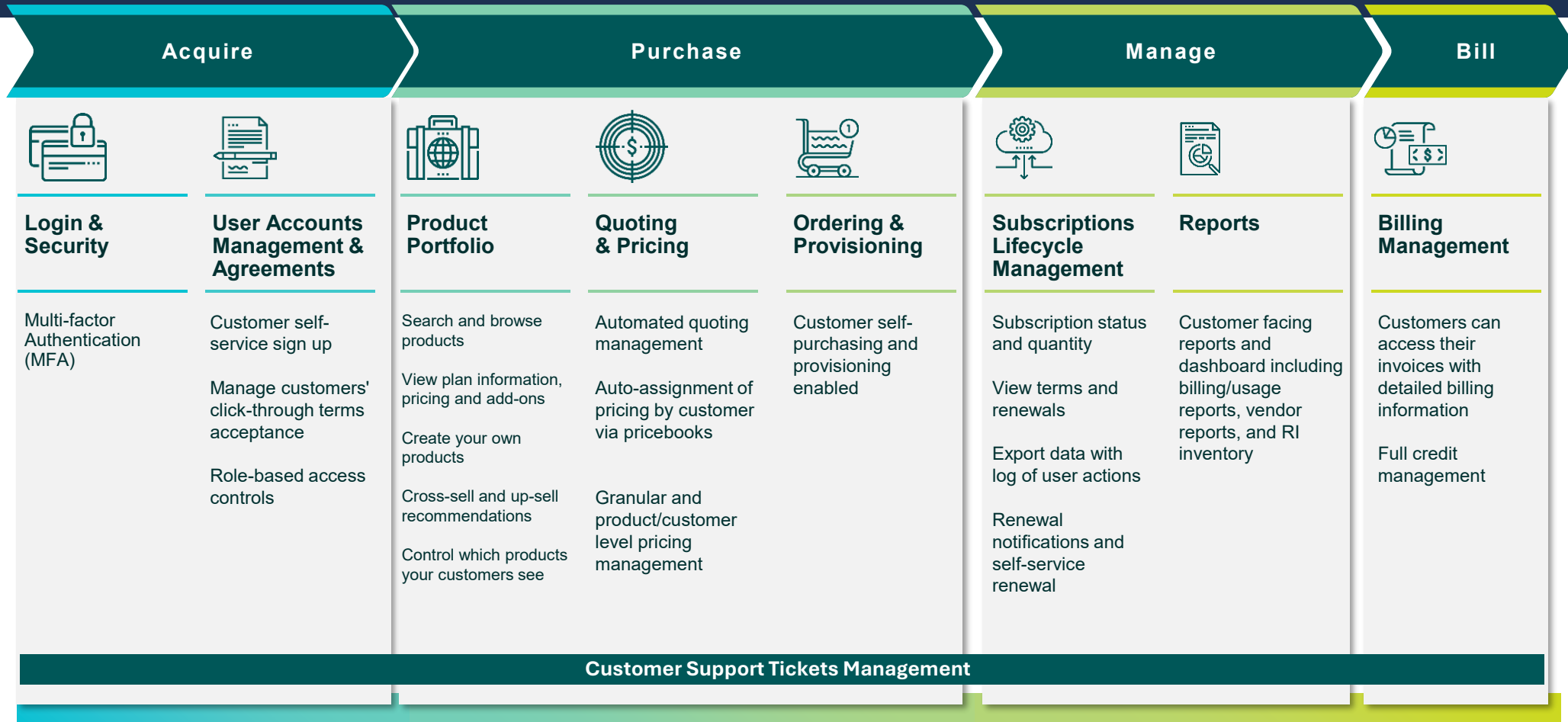


StreamOne® White Label Storefronts

End-to-end capabilities

White Label Storefronts are provided to partners at **zero cost**, with no deployment or maintenance fees.

- ✓ Complete branding and URL customization
- ✓ Multiple language support
- ✓ Multiple currencies
- ✓ Control which capabilities you want your customers to have access to



Operational Efficiency

Solution Identification

Post-Sales Support

{CodeRight}

Partner
CodeRight

Founded
2007

Location
USA

Website
<https://www.coderight.com/>

ON STREAMONE® WHITE LABEL STOREFRONTS

When they became available several years ago, we immediately jumped on board to use the storefront to provide a 'manage my cloud' expectation to our customers. Our customers are able to manage their cloud from their own desktop

Bryan Tuttle

President
CodeRight