



WHY LIFEBOAT

Lifeboat is a value-added distributor, focused on emerging and disruptive technologies within the datacenter ecosystem.

We are the trusted advisor for growing and executing your channel strategies.

Lifeboat will grow your business by...

- ▶ Introducing new technologies with high margins to your portfolio
- ▶ Providing sales support, training/enablement and resource navigation
- ▶ Serving as certified product and program champions
- ▶ Offering creative financing options
- ▶ Assisting with business development and marketing

40+
YEARS IN
BUSINESS

250
TECHNOLOGY
VENDOR
PARTNERS

449M
IN REVENUE
IN 2017

#1
CHOICE FOR
EMERGING
VENDORS

WHAT MAKES LIFEBOAT DIFFERENT?

- ▶ Field sales and inside sales certified on technologies
- ▶ Financing, flooring, and flexible payment options
- ▶ Self-service ordering and instant license key delivery
- ▶ Accelerated onboarding for immediate GTM execution
- ▶ Use business intelligence for identifying strategic targets

Become a Lifeboat Partner!
www.lifeboatdistribution.com/reseller/form