

**THE
DESIGN
TEAM**



PORTFOLIO

TABLE OF CONTENTS

01 Email Campaigns

04 Documents

02 Digital Campaigns

05 Branding

03 Print Materials

06 Illustration

01

EMAIL CAMPAIGNS

01 EMAIL BANNERS

Banners created for webinars & event registration.

Gyst | carahsoft.
In collaboration with: **aws**

Digital Transformation in Your Contact Center

[Register Now](#) August 8, 2023
2:00 pm ET; 11:00am PT

KOFAX

Kofax Summit Dallas

Discover the Evolution of Intelligent Automation

[Register Now](#) Art District Mansion
Wednesday, May 24, 2023
11:30am - 5:00pm CST

Chainalysis | carahsoft. **CPE Eligible**

WEBINAR

From the Front Lines to Leadership: How Law Enforcement Can Tackle Crypto

[Register Now](#) Thursday, June 29, 2023
12:00pm ET; 9:00am PT

AWS Immersion Day

FOUNDATIONAL TECHNICAL TRAINING

[Register Now](#) Tuesday, June 27, 2023
11:00am - 3:00pm

carahsoft. **CDW** **V3GATE** Featuring **aws**

[Harley-Davidson Museum](#)


01 EMAIL BANNERS

Non-event banners created to promote resource downloads.

Microsoft | carahsoft.

CIV Technical Partner Azure Day


[▶ We value your feedback!](#)



Google Cloud


Upcoming and On-Demand Google Cloud Webinars

[View Now](#)



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The Substance 3D Collection: New Releases for June 2023



celonis | carahsoft.

The Future of Audit Readiness: Win The Financial Audit By Leveraging Existing Data

[Learn More](#)

SPEAKERS

-  Christopher Radich
-  Michael Benjamin



01

EMAIL NEWSLETTER

Introducing our latest newsletter: an informative showcase of Carahsoft's cutting-edge Artificial Intelligence solutions, packed with exciting updates on resources and upcoming events.



carahsoft.

Artificial Intelligence Newsletter





Carahsoft's Chief Data Officer's Roundtable

On June 14th, Carahsoft hosted its 3rd Annual CDO Roundtable in partnership with FedInsider on the AI Big Bang. This webinar brought together government, industry, and academia to discuss how to build ethical and equitable AI, the importance of good data to enhance AI's trustworthiness, and the growing opportunities for American workers in this new era.

Featured speakers included Dr. Alan Sim, CDO, Center for Disease Control, Vijay Sharma, CTO, Department of Education, Jan Krysa, Enterprise Data Architect, EPA, Akhtar Zaman, CDO, National Archives, and Dr. Joseph Glover, Provost and Senior VP for Academic Affairs, University of Florida.

[Watch Recording](#)

Digital Training

The AI Revolution in Government: How It's Changing the Landscape of Work

Don't miss the July 12th session featuring insights from Cloudera, Intel, and VAST Data.



[Register Now](#)



ServiceNow and NVIDIA Announce Partnership to Build Generative AI Across Enterprise IT

This collaboration aims to develop powerful, enterprise-grade generative AI capabilities that can transform business processes with faster, more intelligent workflow automation.

[View Press Release](#)

Introducing NVIDIA DGX™ Cloud: The AI Supercomputer Accessible from Your Browser

The world's first AI supercomputer in the cloud, NVIDIA GTX™ Cloud is an AI-training-as-a-service solution with integrated DGX infrastructure designed for the unique demands of enterprise AI.



[Download Datasheet](#)


01

EMAIL NEWSLETTER

An email newsletter crafted for our vendor Partner, DocuSign, highlighting their federal solutions through a range of resources and upcoming event announcements.


DocuSign | carahsoft.

DocuSign Federal Newsletter



Check out the different ways DocuSign provides effective, secure solutions to 15/15 Federal Cabinet Departments

[Learn More](#)




Gain insight into how High Impact Service Providers are transforming constituent experiences through document digitization and process automation, and as a result rebuilding trust in government.

[Read More](#)

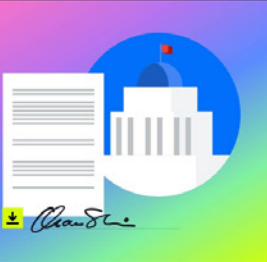
Give constituents the ability to securely apply for government services and benefits anytime, anywhere using self-serve mobile, friendly, digital tools.

[Find Out How](#)



At the core of every government process are documents, forms and contracts that need to be prepared, signed, and managed. DocuSign solutions give government agencies the tools they need to securely digitize and streamline document creation and workflow management.


[Learn More](#)



Insights on the Customer Service Landscape from Government Experts

In today's increasingly digital world, delivering an experience that enables a trustworthy and seamless interaction between the government and constituents is a necessity now more than ever. DocuSign and Government Business Council captured the current understandings and challenges public sector leaders are facing as they look to improve their customer experience.

[Read the Report](#)




02

DIGITAL CAMPAIGNS

02 SOCIAL CAMPAIGNS


A collection of social ad campaign graphics.

ATLASSIAN | carahsoft.

CASE STUDY

U.S. Space Force Modernizes Mission Assurance with Atlassian

Download Now



MODERN DAY MARINE | carahsoft.

Modern Day Marine

June 27 - June 29, 2023

Walter E. Washington Convention Center, DC



Red Hat | carahsoft.

State of CA Technology Day


Learn More →



Microsoft | carahsoft.

WEBINAR SERIES

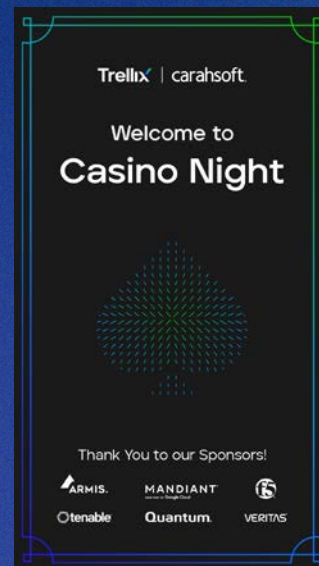
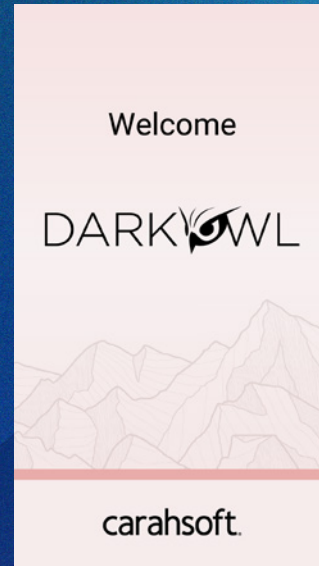
Speed Data-ing



02

DIGITAL WELCOME SIGNAGE

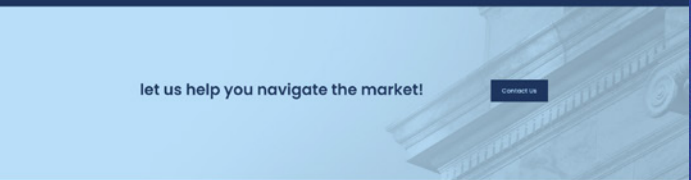
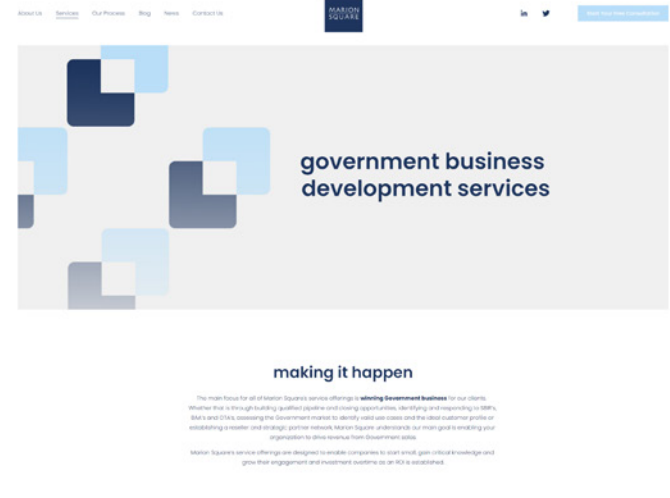
A collection of digital welcome sign designs that are displayed at the Carahsoft office.



02

WEBSITE DESIGN

A website redesign for Marion-Square.com.












02

WEBSITE DESIGN

A website design for edgehubcentral.com.

Built and delivered with industry experts

Splunk-trained Edge Hub domain expert partners architect and deliver industry-specific outcomes by tailoring the Splunk Edge Hub solution to critical business and operational challenges within their industries.


 <p>Facilities/Sustainability Learn More</p>	 <p>Manufacturing Learn More</p>	 <p>Automotive Learn More</p>
 <p>Building Management Learn More</p>	 <p>Oil and Gas Learn More</p>	 <p>Datacenter/Network Monitoring Learn More</p>
 <p>Supply Chain Learn More</p>	 <p>Transportation Learn More</p>	 <p>Utilities Learn More</p>

Edge Hub Central
Powered by Splunk®


Home Product Solutions Partners [Request a Demo](#)

Time is Money. Downtime is a Disaster.


Leverage streaming data to predict and respond faster with AI-driven insights to the edge of your operations.




Key Features




Set up fast.
Start aggregating immediately.



Get connected.
Access partner solutions.



Splunk platform analytic power.
Drive KPIs to the edge.



Put Your Edge Data to Work


Splunk's advanced analytics platform helps you correlate, investigate, and automate complex data analysis across your business - from IoT devices, metrics, or machine data. Monitor KPIs and performance in real time to reduce outages and downtime.

[View Product Info](#)

Domain Expertise + Edge Data = Accelerated Business Outcomes

It takes more than data to create high-value business outcomes. In the hands of Splunk-certified experts with domain expertise, Splunk Edge Hub helps develop targeted solutions through rapid data onboarding and the most powerful analytics platforms in the industry.

[View All Solutions and Available Use Cases](#)



Get Started with Splunk® Edge Hub

Whether you are looking to monitor your edge devices, analyze edge data, or automate your edge operations, Splunk Edge Hub solutions will get you there faster. Get in touch with us today to learn more and take the first step towards edge computing success.

First Name*	<input type="text"/>
Last Name*	<input type="text"/>
Organization/Agency*	<input type="text"/>
Title	<input type="text"/>
Business Email*	<input type="text"/>
Phone	<input type="text"/>
Country	<input type="text"/>

03

PRINT MATERIALS

03

PRINT SIGNAGE

A collection of print signage for events.

Hewlett Packard Enterprise | NVIDIA | vmware | carahsoft.

Improving Your Mission Success with **Artificial Intelligence, GUPaaS, and Radar and Signal Processing**

Scan the QR code to sign up!

RegScale

Scan to Win a Bluetooth Speaker

Winners will be contacted at the end of the event.

carahsoft.

splunk> | BLACKWOOD | okta | zscaler | carahsoft.

Public Sector Networking Event

.conf23 splunk>

03

PRINT MATERIALS

A compilation of full-page print advertisements showcasing Carahsoft and our vendor partners.

ATLASSIAN

Fuel tomorrow's scientific breakthroughs with Atlassian

Read the U.S. Space Force success story.

- Confluence
- Jira Software
- Jira Service Management

Illustration of two figures holding a large puzzle piece.

SUCCESS STORY

Fast, easy access to IT solutions from **200+** vendor partners!

Carahsoft is honored to have been awarded a 2GIT Contract.

Let's Talk!

Learn more about leveraging this contract as a total solution one-stop-shop for your agency's IT needs.

Contact the Carahsoft 2GIT Program Manager

- (703) 871-8590
- 2GIT@carahsoft.com
- carahsoft.com/2GIT

2GIT
2ND GENERATION INFORMATION TECHNOLOGY

Today, technology from hundreds of vendor partners is available through Carahsoft's 2GIT contract and our reseller partners, providing the U.S. Air Force, all of DoD, and all Federal, State, Local and Tribal Governments with access to thousands of IT software products and related services and hardware.

carahsoft.
The Trusted Government IT Solutions Provider™

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Adobe Digital Government at Carahsoft

Carahsoft and our reseller partners provide Adobe Solutions to government agencies, transforming how to securely create, manage, deliver, and optimize personalized digital experience across platforms with FedRAMP-authorized services.

Illustration of a hand holding a document with a government building icon.

Learn more and view our upcoming events at carahsoft.com/adobe

For more information 877-99-ADOBE adobe@carahsoft.com

carahsoft.

GSA Schedule # 47Q5WA18D008F
SEWP V Group A Small: NNG15SC03B, Group D Other Than Small: NNG15SC27B

For more information on the complete Adobe procurement contract offerings at Carahsoft, please visit carah.io/adobecontracts

03

PRINT MATERIALS

Examples of printed postcards promoting a networking event following a conference.



04

DOCUMENTS

04 E-BOOKS



A multi-page document with infographics to share VMware and Carahsoft's offerings with our partners.

Channel Partner Onboarding Kit

VMware Distribution Capabilities

Carahsoft is proud to serve VMware as the target dedicated US Public Sector distributor in support of VMware Partner Connect Partners focused on selling to federal, state, local government, higher education, and enterprise healthcare customers. Our unique model of recruiting traditional information technology distribution services, with innovative sales and marketing capabilities, enables market channel partners to more quickly and effectively serve the unique and mission-critical needs faced by Government, Education and Healthcare customers.

Value Added Solutions & Offerings

PRE-SALES SUPPORT & PROACTIVE LEAD GENERATION CAPABILITIES

- 100+ VMware VSP (VMware Sales Professional), VSP (VMware Technical Solutions Professional), VSP (VMware Certified Professional) certified sales representatives and business development specialists
- Dedicated VMware federal, academic, state and local government, and enterprise healthcare expertise
- Proactive lead generation and business development services
- 24hr customer call support
- Integrated channel management with cross-sell support
- Inbound and outbound account reviews

TRAINING & ENABLEMENT

- Pre and post sales technical boot camps offered quarterly and bi-annually
- Personalized on-demand sales and technical training courses
- Dedicated resources to assist in managing and recommending certifications and advancing partner led

CONTRACT ENABLEMENT & MANAGEMENT

Carahsoft holds numerous federal, state, and local procurement contracts, available for partners to access via agent and learning agreements.

Federal Procurement Agreements	State, Local, and Education
GSA Schedule 70	The Texas Higher Education Management Association (THEM), Missouri Contract, and Oregon Contract
SFP Contracts	Ohio
Department of State VMware	Arizona, California, Florida, Georgia, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maryland, Massachusetts, Michigan, Minnesota, Missouri, Nevada, New Jersey, New York, North Carolina, North Dakota, Oklahoma, Oregon, Pennsylvania, Rhode Island, South Carolina, South Dakota, Tennessee, Texas, Virginia, Washington, West Virginia, Wisconsin, and Wyoming
VMware Navy BPA	Navy Contract
VMware Army EIA	National Cooperative Purchasing Program (NCPP)

VMWARE MARKETING PROGRAM

- Earn marketing resources to plan and execute end user/customer initiatives (e.g. on-site events, webinars, trade shows, industry conferences, etc.)
- End to end support for hosted events including pre-event, on-site management, on-site media integration, and lead follow-up
- Partner marketing fund management and strategic quarterly marketing planning
- Social media expertise and promotional campaigns for lead generation events

TECHNICAL AND DEMO RESOURCES

- Access to VMware certified solution specialists to support pre and post customer
- Weekly and on-demand VMware product demos and assessments vSAN and Del EMC Veeam, vSphere Operations, vCloud Computing (VCE) and Workspace ONE, vDX Portfolio, and Carbon Black

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Channel Partner Onboarding Kit

VMware Partner Connect Program: Getting Started

Enrolled Authorization → Partner → Advanced → Principal

REQUIREMENTS

Foundational Requirements for All Partners	Investment	Sales Performance: 50K Tier Credits	VMware Solution Competency (See 3.3 Solution Competency Matrix for details)
<ul style="list-style-type: none"> • VMware Partner Connect Contract • 2D VSP Foundation • Ethics & Compliance Training • Cloud Reference Architecture • BSRF not for only, but annually at time of renewal 	<ul style="list-style-type: none"> • Any 2D Solution Competency • Sales Enablement • Sales-Compsed • Field Service • Business Continuity • Cloud Management & Automation • Management Operation • Cloud Provider • VMware Cloud on AWS • Cloud Native • Modern Application Platform • Network Virtualization • SD-WAN • Endpoint Protection • Digital Workspace • Desktop Virtualization • Mobility Management 	<ul style="list-style-type: none"> • Any 2D Solution Competency • Sales Enablement • SD-WAN • Modern Application Platform • Management Operation • Cloud Provider • VMware Cloud on AWS • Cloud Native • Modern Application Platform • Network Virtualization • SD-WAN • Endpoint Protection • Digital Workspace • Desktop Virtualization • Mobility Management 	<ul style="list-style-type: none"> • 2D Solution Competency • Cloud Management and Automation (CMA) • VMware Cloud on AWS • Cloud Native • Network Virtualization • Digital Workspace

NOTES: BSRF not for only, but annually at time of renewal. BSRF not for only, but annually at time of renewal.

BENEFITS

Initial Benefits	Additional Benefits	Additional Benefits	Additional Benefits
<ul style="list-style-type: none"> ✓ Transaction Rights (Incentives) ✓ Training Discount ✓ Field Support ✓ Partner Technical Support ✓ NFR/SL 	<ul style="list-style-type: none"> ✓ Software Registration ✓ Partner Locator ✓ Channel Partner Card ✓ Wholesale Contract ✓ NFR/SL ✓ BSRF 	<ul style="list-style-type: none"> ✓ Deal Registration ✓ Sales Rewards ✓ Commission (on gross profit basis) ✓ Employment ✓ Incentive ✓ Commission ✓ Incentive ✓ Additional NFR/SL ✓ Regulatory plan flexibility 	<ul style="list-style-type: none"> ✓ Badging ✓ Educational co-investment ✓ Field Support ✓ Partner logo ✓ Marketing ✓ Campaign materials ✓ Partner Locator with additional benefits ✓ BSRF early access ✓ POC Program ✓ CAB Academy ✓ Loyalty Learning Zone

ACQUISITION: VMware Sales Professional (VSP) provides baseline for sales technical and business development. VMware Technical Solutions Professional (VTP) is required for technical and sales support. VMware Certified Professional (VCP) is required for technical and sales support. VMware Certified Professional (VCP) is required for technical and sales support.

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Channel Partner Onboarding Kit

Incentives Deep-Dive

SOLUTION REWARDS

IT Solution Incentives	Partner	Advanced	Principal	Profitability
Partner Tier			Principal Bonus	\$\$\$\$
ELA			Cap with MSC	\$\$\$\$
Capability			MSC	\$\$\$
Product Focus			Advanced Technologies	\$\$
Competency			Base Level Rebate	\$

ADVANTAGE-

IT Solution Incentives	Partner	Advanced	Principal	Profitability
ELA			ELA Rebate/Price Protection	\$\$\$\$
SFP			Additional SFP Discount	\$\$\$
Standard Discount			Discount by Product	\$\$
Registration			Safeguard	\$

DEVELOPMENT FUNDS REWARDS

IT Solution Incentives	Advanced	Principal	Contractual-GCS
		In-House Services	

Process

Common DF: Proposal Based	Co-Op/Earned
One Partner Rewards Portal Experience	
DF: Policy: System enforced	
PDM, PMM, JSP (TBD) Requirement	

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Channel Partner Onboarding Kit

VMware Partner Connect Program Benefits

Achieving a VMware Partner Competency allows your organization to strengthen service capabilities, and unlock valuable partner benefits including:

PARTNER COMPANY TRAININGS | **DIFFERENTIATION WITH CUSTOMER AND PROSPECTS** | **GROW SHARE OF WALLET**

Financial Benefits

Advantage+ Opportunity Registration

This program is designed to reward partners for value selling and leading with VMware solutions. Advantage+ contracts partners pre-sales investments on net-new opportunities. Partners at the Advanced and Principal level are eligible.

ELA Preferred Pricing

Includes partners with VMware's Best Price at the time of sale for qualified and approved ELA Registrations only, as part of the Advantage+ Program.

- ELA Price Protection
- ELA Fulfillment Incentive based by product

Partners at the Advanced and Principal level are eligible.

Solution Rewards

This is a rebate program associated with the completion of Solution Competencies. The rebate percentage varies by solution area and:

- ELA Fulfillment Incentive based by product
- Partner's level
- Partner's location
- Partner's training zone

Partners at the Advanced and Principal level are eligible.

Training Benefits

Incremental Training Documents

- 30% off in-house training
- 40% off in-house and training
- 50% off on-demand training

Principal Partners are eligible.

Solution Competencies

This is the first step in a partner's achievement of sales and technical expertise in VMware virtualization as well as cloud computing solutions. These competencies are earned at the organization level. They include both pre- and post-sale technical trainings as well as sales training.

Master Services Competencies (MSC)

Unlike Solution Competencies, a partner organization is obligated to demonstrate service delivery experience and capability by providing customer references for recently completed projects in order to achieve a MSC (in addition to meeting the training requirements).

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04 INTERVIEW SERIES

We were tasked with creating a design template for Carahsoft's latest offering, drawing inspiration from the Tech Spotlight series. This 2-page digital asset serves as a powerful platform for vendors to share their thought leadership, showcase information about their solutions, or explore any topic of their choice. Pictured here is one of the first asset examples for our vendor, Tanium.

ENDPOINT VISIBILITY

INTERVIEW SERIES

INNOVATION IN GOVERNMENT*

Preparing for Your Windows 11 Upgrade with Tanium

A Conversation with Kyle Dewar, Technical Account Manager, Tanium

TECHNICAL SUMMARY

With the constantly evolving security landscape, having out of date software is an easy target for bad actors to gain access to government systems. Microsoft has stated that support for at least one version of the Windows 10 Operating system will continue until October 2025. As a result, many organizations are facing compressed timelines to upgrade Windows 10 endpoints or retire and replace those endpoints that do not meet Microsoft's prerequisites for Windows 11. For any organization retiring end-of-life (EOL) software, it is critical to have real-time visibility of their inventory; to include hardware, software and configuration details so that an informed decision can be made about upgrading the endpoint's operating system.

Question: With Windows 10 retiring in 2025, what daily workflows will be affected for public sector agencies?

Answer: Your technology must grow over time. I think what many technology providers recognize that in the federal space, they need to nudge consumers of technology along to make sure that the technology is current and up to date. In terms of the daily workflows, Windows 11 does offer many enhancements over Windows 10. And the capabilities from a protection perspective, and from an end user experience perspective, you can promote that value story. What we have seen from a training perspective, and Tanium is unique because we start at the endpoint and work backwards to the server. We see Tanium sensors having the capacity to provide visibility into what version or what Windows image is being operated on a customer network that allows us to see many different effects of workflows. We can see configuration variants; we can see whether the allowed or prohibited versions are being run on the environment. It allows us to help customers take that data and adapt their workflows to make sure they are running the right Windows operating environment for the right users, based on the right decisions made at any corporate level.

Question: What challenges are public sector agencies face when having to upgrade to Windows 11?

Answer: The main challenge is investment management. Even though the timeline that Microsoft has identified for Windows 10 EDL is far away, its customers need to make some investment decisions because not all endpoints are going to be capable of upgrading to Windows 11. When talking with agencies that have thousands of computers, that is a significant

investment. Tanium has developed Windows content, which is essentially a collection of sensors that looks at aspects of an endpoint. And the goal is to visualize to a customer, through Tanium reporting, entertaining trends and the readiness of the environment to upgrade to Windows 11. That visualization will drive decisions based on what endpoints do not meet hardware criteria as specified by Microsoft. The customer can then look at the investment cycle and plan backwards.

“

The earlier a customer recognizes their technology debt, mainly those endpoints that cannot upgrade directly to Windows 11, the better they are at spreading that cost over a longer period, making it more manageable.

Question: What is the significance of having real time visibility when migrating to Windows 11 for public sector agencies?

Answer: I think the biggest significance is that it helps on the management of the progress of the project. With training, we can create a dashboard and every time a user logs in we can integrate with other real time dashboards. But essentially, Tanium data can give you a real time visibility, real time recognition for where you are on your project planning for upgrading to Windows 11. It works twofold. One those endpoints that can be upgraded to Windows 11, you can track

INTERVIEW SERIES

INTERVIEW SERIES

INNOVATION IN GOVERNMENT*

Preparing for Your Windows 11 Upgrade with Tanium

and see which ones are being upgraded. And Tanium can help with different capabilities Tanium deploy or attaining provision. From a not compatible perspective, we can identify those endpoints that are not able to be upgraded and that data can inform investment decisions, allowing customers to prioritize which endpoints to replace.

Question: How is Tanium supporting public sector agencies while upgrading to Windows 11?

Answer: One observation is that we see a wide variance in the deployed configurations. If you look at your version of software, look at the trusted proxy module, which is like a security feature, if you look at a BIOS or firmware, the visibility will show that you have a wide variance. In other words, you get many variations of the states of endpoints across your environment. From a support perspective, you must ask, is there value in having a lot of different configurations or in having a standardized configuration? It is easier to support something that is in a predictable state and known. Tanium

sensors allow visibility into that configuration variance, which can help organizations reduce configuration variance. Their endpoint state is more predictable and delivers more consistent performance. The second feature is the ability to upgrade. Agencies can keep their environment secure with the most current updates. The third item is visibility into where your pain points are. As you look at performance, Tanium has a performance module with which you can have certain thresholds configured. You can look at memory usage and when it reaches a point where user experience falls off, Tanium can provide real time data so that customers can identify different endpoints with performance issues. The customer can also see that these endpoints are not compatible with Windows 10, and by simply refreshing them earlier multiple outcomes can be achieved, so that they are ready for Windows 11.

“

We really provide that single window into the health, hygiene and effectiveness of your endpoint environment.

Kyle Dewar | Technical Account Manager, Tanium f t y

Kyle Dewar, a technical account manager with Tanium, has been with Tanium for four years solving customer issues with all of Tanium's capabilities. Working primarily in the federal space, Kyle Dewar has worked with several DoD and federal civilian agencies on asset management to enable better budget decisions and planning.

ADDITIONAL RESOURCES

Are You Prepared for the Windows 10 Retirement? →

Introducing Tanium Benchmark →

Tanium Benchmark Demo Video →

CONTACT US

Tanium@carahsoft.com

(703) 230-7597

https://www.carahsoft.com/tanium

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04

CARAHSOFT FLIPBOOK

A 'flipbook' to promote the Carahsoft Alternative CarahCredit program.

carahsoft.

Alternative CarahCredit

Need purchasing options with no additional cost or impact to your cash?

Flexible terms

Unlimited Credit

Assistance with getting paid faster

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CONFIDENTIAL & PROPRIETARY

Alternative CarahCredit

How We Can Help

At Carahsoft, we value the wide range of technical solutions our small business partners have to offer. We also understand the unique challenges associated with owning and running a small business.

Cash constraints and limited credit options should never paralyze our partners' ability to drive new revenue or prevent you from delivering new technology solutions to your customer. Whether you require a creative financial instrument to help you support a just single customer order, or provide ongoing support to an existing customer, or simply to just help weather a period of cash constraint or credit issue, we have multiple credit options to help you meet the needs of your organization today.

As companies grow, their credit needs change. Carahsoft can create flexible alternative credit plans that are right for your company by combining options based on your customer or a small subsector of your business. Our credit team remains committed to flexibility and can review your credit plan with you on an ongoing basis to discuss new options and help you accelerate the growth of your business.

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Alternative CarahCredit

Additional Options

Hybrid
Combination of various alternative options, as well as possible additional options that may be available based on specific order specifications.

OMS
Carahsoft's Order Management Group is an extensive back office support program designed to assist new resellers in growing their business. It is an integrated program that provides Carahsoft expertise with order processing, quoting, sales, credit assistance, sales tax support and other back office functions.

For more information on the program, please email: OMSG@carahsoft.com

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Alternative CarahCredit

CarahCredit Direct Options

Receivable Service Program (RSP)
Customer order processing from receipt of order to collection of funds for requested orders placed with Carahsoft. Carahsoft's Receivable Service Program is designed to assist resellers with purchases for non-federal government entities, or (sharvied through a prime). The order is assigned to our Order Management Group to procure, invoice and collect. Invoicing and collections are done on reseller's paper, with specific needs to information that is processed by our Order Management Group for the RSP order.

Secured Credit Line
Securing the business credit line allows for a temporary or permanent increase to the standard (unsecured) credit line. Security options can be done for a single order, a time period, or a specific amount, depending upon your company's need. This is a no cost option with minimal paperwork, depending upon the additional amount of funds needed.

CarahCredit Plus
Seasonal/short term increase to your credit line to allow seamless processing for that End of Month/Quarter/Year surge in business or a single order.

Payment Upon Purchase*
Carahsoft can accept payment at the time of purchase via ACH, wire, check or credit card. Credit card payment will be charged a 3% credit card process fee.

Back End Rebate
Rebates are a retrospective payment or credit which is processed upon order completion. Certain conditions may be required for this option, as well as the ability for the order to be placed directly with Carahsoft by the End User.

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Alternative CarahCredit

CarahCredit External Options

Lease
Leasing provides your customer an option to finance hardware, software and services with flexible terms between 12-60 months. Payments to V&A are paid almost immediately, while providing the flexible payment options to your customer. Carahsoft currently partners with Dell, Key and Affix.

Invoice
Invoice accounts can be used for larger orders or for full account support. The end user pays into a bank account set up in your company's name. Bank disburse proceeds to Carahsoft and your company upon payment from the end user. This option allows for flexible payment terms. Bank fees are applicable and vary from bank to bank. Carahsoft works with a few banks to provide invoice options.

Reverse Factoring
Unlike traditional financing, financing relies exclusively on the outstanding credit of the end customer accounts. There are no restrictive financial covenants, no line caps, no personal guarantees, no administration fees and no bad debt risk. Additionally, financing helps resellers sell more services and solutions. We pay the V&A's vendors and contributors every step of the way. Carahsoft currently works with Republic Capital Access, Wadsworth Capital and SmartProcure.

Republic Capital Account Monitoring Program
This is a program with an annual enrollment and fee. The program can be used for multiple orders during that year, similar to an escrow account option with the bank, but without the required Notice of Assignment documents for a traditional escrow. Please keep in mind that the year time frame will begin upon enrollment in the program. A link will be provided to enroll in the program with RCA. RCA will monitor bank accounts for all payments that are within a range based on your customer invoice provided and will notify both parties if a deposit falls outside that range. An ACH draw is done at upon coordination of deposit for that invoice.

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04

INFOGRAPHICS

A visually engaging infographic highlighting the impressive capabilities of the VMware Tanzu team at Carahsoft.

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INFOGRAPHIC

Carahsoft VMware
Tanzu Team
Capabilities

Download Now >



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Carahsoft VMware Tanzu Team Capabilities



Team Capabilities

Carahsoft and VMware are proud to support you by accelerating your ability to deliver application modernization technologies to solve your customers' most challenging problems. Scaling and adapting to the rapidly changing challenges of modern infrastructure can be difficult. Our mission at Carahsoft is to provide our Partners with the support, expertise, and knowledge to execute your short term and long term goals and milestones. We appreciate you choosing us as your go-to distributor!



Dedicated team of 10 focused on the Tanzu portfolio

Dedicated to lead generation activity and able to execute on call campaigns, webinar follow-ups, same day quote turnaround, Tanzu licensing and sizing conversations, and more.



Access to third party service providers

Includes Tanzu deployment services and more.



Tanzu Tuesday Weekly Demo

[Register Now](#)



#1 distributor in terms of revenue since 2015 (Pivotal and now Tanzu)



Unmatched contract knowledge on complicated agile development engagements (Tanzu Labs)



Carahsoft Tanzu Technical Capabilities

- Help VMware Solution Provider Partners qualify opportunities, provide customer demonstrations, and architect VMware Tanzu based solutions.
- Provide over-the-phone technical support during call campaigns or prospecting for VMware Tanzu solutions.
- Deliver partner enablement including general Tanzu sales trainings and VMware boot camps.

For more information on this
topic, please reach out.

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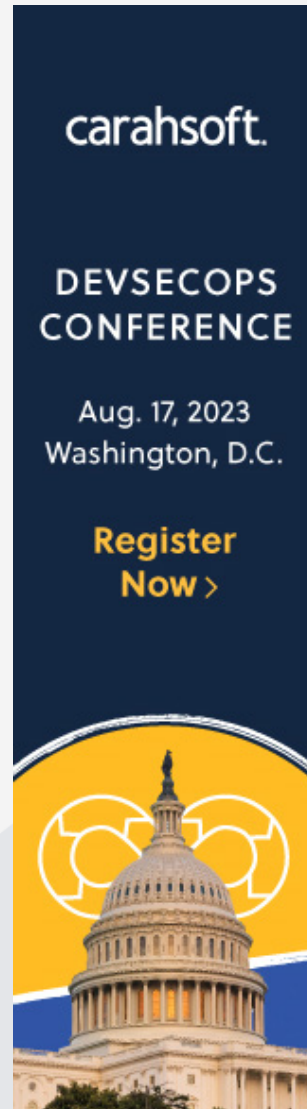
05

EVENT BRANDING

05

EVENT BRANDING

Digital Collateral designed for Carahsoft's DevSecOps Conference.



05 EVENT BRANDING

Designed specifically for the annual Carahsoft CX Engagement Summit, this collateral effectively highlights the event's central focus on Citizen Engagement.



carahsoft.
GOVERNMENT CUSTOMER EXPERIENCE
& ENGAGEMENT SUMMIT
JUNE 1, 2023 | WASHINGTON, D.C. [Register Now](#)

A man and a woman are looking at a tablet together. The background features a stylized icon of a government building.

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GOVERNMENT
CUSTOMER EXPERIENCE
& ENGAGEMENT SUMMIT

A man and a woman are looking at a tablet together. The background features a stylized icon of a government building.

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[View On-Demand](#)

A man and a woman are looking at a tablet together. The background features a stylized icon of a government building.

05 EVENT BRANDING

Collateral designed for Carahsoft's Adobe Digital Technology Conference.



05

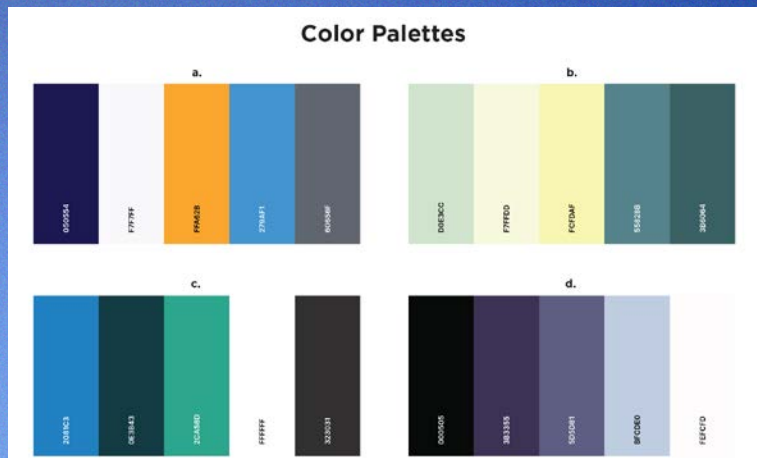
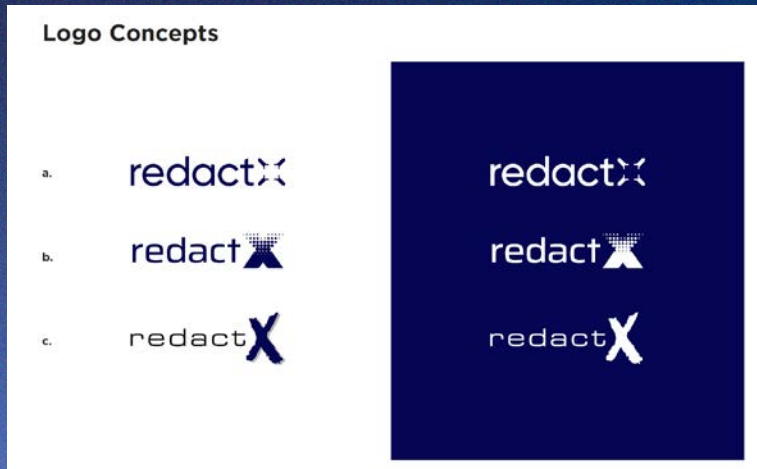
EVENT BRANDING

A conceptual design for Carahsoft's pullup banner, booth backdrop, and kiosk, presented in a mockup.



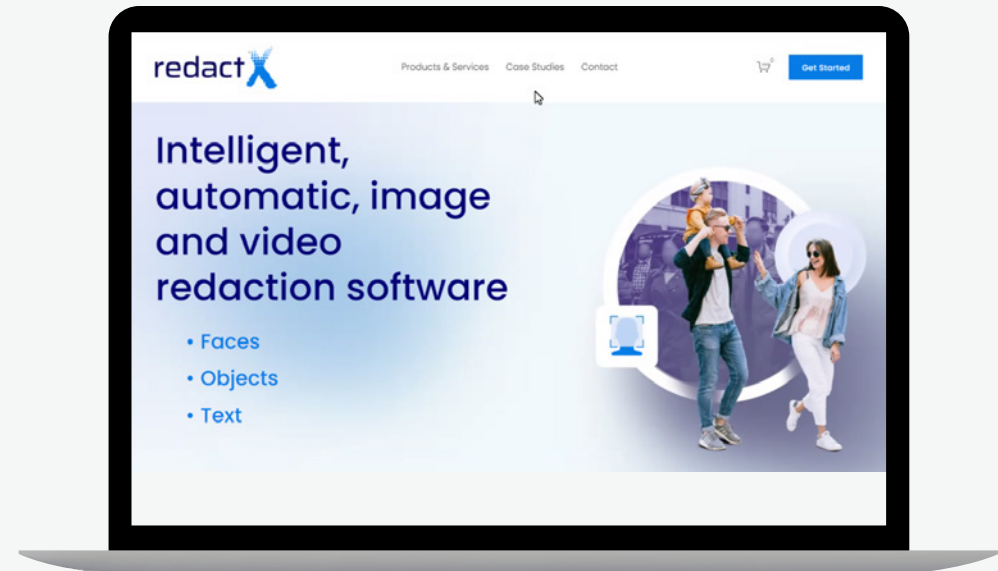
05 BRAND REFRESH

A brand refresh design created for PixLogic's RedactX.



The redaction software automates the redaction process for faces, text strings and objects of any type with only a few clicks.

Design deliverables included logo concepts, color palettes, and website mockups.



05

TRAINING PROGRAM BRANDING

Our internal marketing training, CarahBLUE, is brought to life through carefully crafted branding visuals. These visuals establish a unified brand identity that remains consistent throughout the entire program.

Logo concepts:



Final chosen design:



06

ILLUSTRATION

06

ILLUSTRATION

A collection of illustrative projects.



06 MARKETING NEWSLETTERS

A series of creatively designed marketing newsletter banners that perfectly capture the essence of each month/season's theme. These banners feature captivating illustrations that align with the prevailing mood and spirit of the time.



06

ILLUSTRATION

A compilation of designs from the last four years for Carahsoft's annual summer ReggaeFest event.



06

VENDOR HIGHLIGHT

A collection of illustrative projects created for our vendor, Google Cloud.

Google Cloud

Google Cloud Workshop

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The poster features a central illustration of a person with dark hair, wearing a blue long-sleeved shirt, holding a black tablet. To their right, a glowing yellow lightbulb is shown with radiating lines. The background is white with a subtle grid pattern. There are several decorative elements: a yellow curved arrow pointing right with a red plus sign above it, a green plus sign to the left of the person, and a red curved arrow pointing left with a blue plus sign below it.

Google for Government

GEOINT Reception

HOSTED BY: GOOGLE CLOUD

Tuesday, May 23, 2023 • 6:00 - 8:00pm CT
Stanley's Cigar Lounge, St. Louis, MO

carahsoft.

The poster has a white background with a blue footer. At the top left is the 'Google for Government' logo. The main title 'GEOINT Reception' is in large blue letters. Below it, 'HOSTED BY: GOOGLE CLOUD' is written in smaller blue letters. On the right side, there are two circular frames containing illustrations of a man and a woman. The man is wearing glasses and has his hand raised. The woman is smiling. There are also several small blue plus signs scattered around the illustrations.

Google Cloud carahsoft.

Pennsylvania Generative AI Event

Register Now Thursday, September 14, 2023
9:00am - 5:00pm ET

The poster has a white background. At the top left are the 'Google Cloud' and 'carahsoft.' logos. The main title 'Pennsylvania Generative AI Event' is in blue. Below it is a blue button with the text 'Register Now'. To the right of the button, the date and time 'Thursday, September 14, 2023 9:00am - 5:00pm ET' are listed. On the right side of the poster, there is an illustration of a hand holding a blue puzzle piece, with other puzzle pieces visible in the background.

Google Cloud carahsoft.

North Carolina Generative AI Event

Register Now Thursday, October 19, 2023
1:00am - 5:00pm ET

The poster has a white background. At the top left are the 'Google Cloud' and 'carahsoft.' logos. The main title 'North Carolina Generative AI Event' is in green. Below it is a green button with the text 'Register Now'. To the right of the button, the date and time 'Thursday, October 19, 2023 1:00am - 5:00pm ET' are listed. On the right side of the poster, there is an illustration of a hand holding a green puzzle piece, with other puzzle pieces visible in the background.



**THE
DESIGN
TEAM**

CONTACT US

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carahsoft®