The background of the cover features a dark blue silhouette of a person's head and shoulders in profile, facing left. They are holding a laptop, with their hand visible on the keyboard. Overlaid on this silhouette and the background are various digital and data-related graphics: a line graph with upward-trending points, a bar chart, and several small icons representing different data metrics (like a triangle, a circle, and a bar chart). Faint, glowing lines and dots suggest a network or data flow. The overall aesthetic is high-tech and professional.

Beyond the VAR Model

How Technology Brokers Are Redefining IT Procurement

eBook: TBaaS

In the ever-evolving world of IT procurement, two distinct models stand in contrast:

The Value-Added Reseller (VAR) and the Technology Broker.

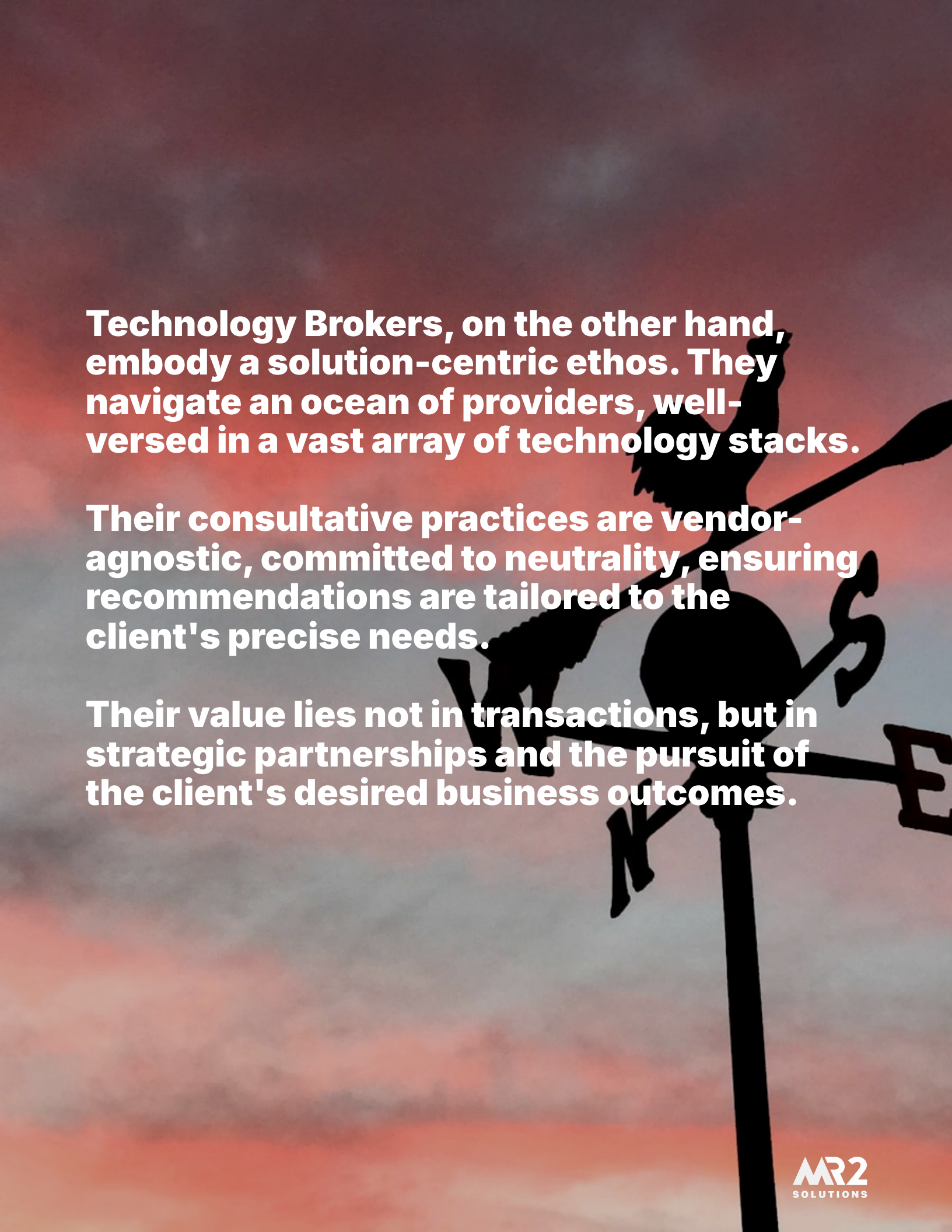
While both serve as conduits between technology producers and business consumers, their approaches and underlying philosophies diverge significantly.



VARs are traditionally product-centric, their allegiance often tied to a select group of providers whose interests they are inclined to represent.

They build their expertise around these solutions, serving up data sheets and product specs as the extent of their market research.


This model is inherently transactional, with compensation structures commonly linked to the volume of product sold, influencing their incentive to prioritize sales over solutions.



Technology Brokers, on the other hand, embody a solution-centric ethos. They navigate an ocean of providers, well-versed in a vast array of technology stacks.

Their consultative practices are vendor-agnostic, committed to neutrality, ensuring recommendations are tailored to the client's precise needs.

Their value lies not in transactions, but in strategic partnerships and the pursuit of the client's desired business outcomes.

A silhouette of a person with their arms outstretched, standing against a bright sunset or sunrise. The sun is low on the horizon, creating a strong lens flare effect that radiates across the sky. The person's arms are spread wide, and their head is slightly tilted back, suggesting a moment of triumph or contemplation. The background is a warm, golden-orange color, typical of a sunset.

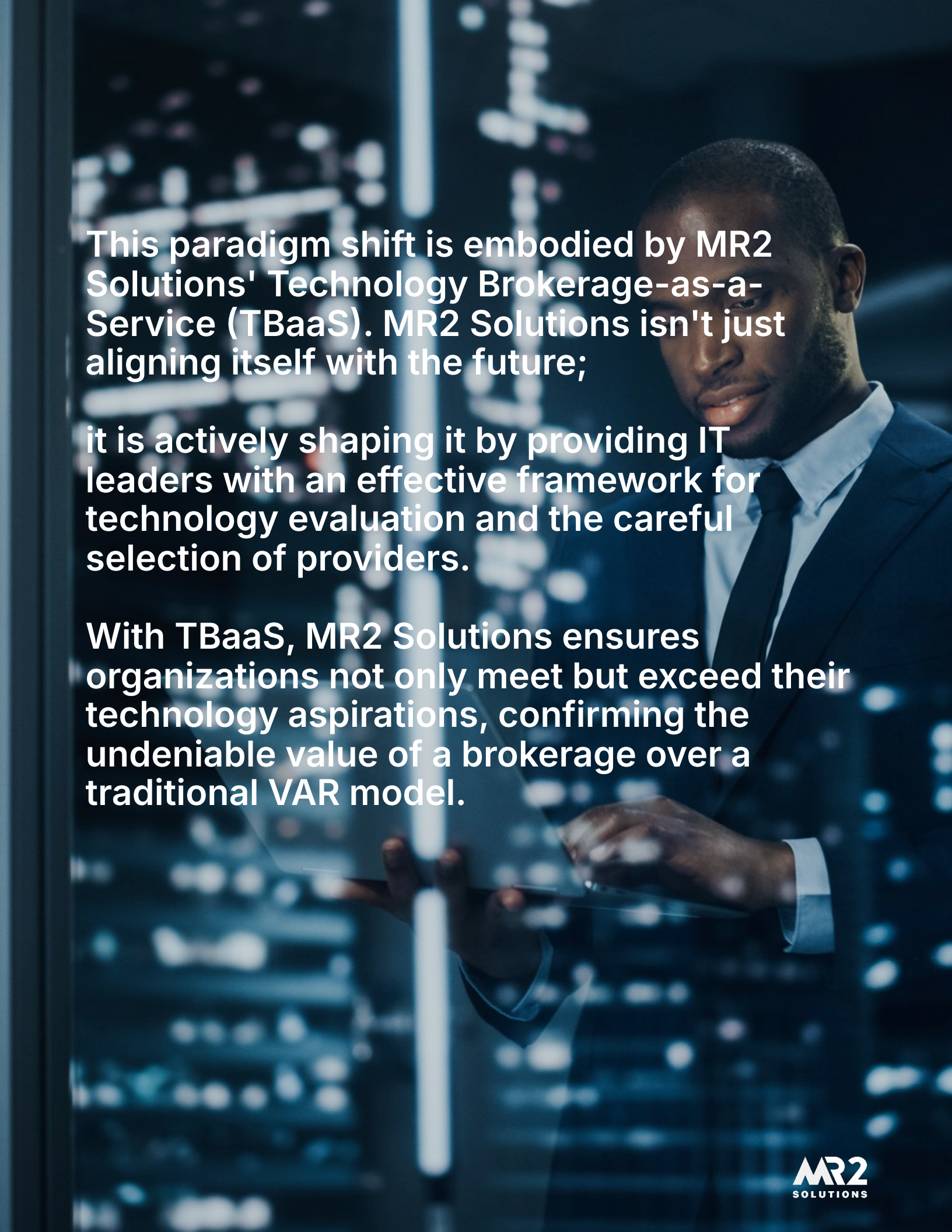
The brokerage model is built on a foundation of well-defined business requirements, which they actively help to develop.

Their strategic engagement often includes presenting competing providers to secure optimal results for the end user.

With access to true market research, trends, and industry insights, Technology Brokers empower IT leaders to make well-informed, strategic decisions.

A hand holding a compass, with digital overlays including a hexagonal grid of icons (cloud, globe, Wi-Fi, lightbulb, envelope, smartphone, shopping cart, laptop, bank building) and a bar chart with percentages (84%, 76%, 98%, 65%) in the bottom right corner. The background is a blurred image of a hand holding the compass.


As the demand for customized, outcome-driven solutions grows, the Technology Broker emerges as the preferred navigator for organizations charting their digital futures.

A man in a dark suit and tie is holding a tablet, looking at it intently. He is standing in front of a server room with rows of server racks visible in the background. The lighting is dim, with blue and white highlights from the server lights.

This paradigm shift is embodied by MR2 Solutions' Technology Brokerage-as-a-Service (TBaaS). MR2 Solutions isn't just aligning itself with the future;

it is actively shaping it by providing IT leaders with an effective framework for technology evaluation and the careful selection of providers.

With TBaaS, MR2 Solutions ensures organizations not only meet but exceed their technology aspirations, confirming the undeniable value of a brokerage over a traditional VAR model.

A man with dark hair and a beard, wearing a dark suit jacket over a light-colored shirt, stands with his arms crossed in front of a modern building with large glass windows. The background is slightly blurred, showing the building's structure and some greenery.

As the landscape continues to shift towards a more nuanced, outcome-oriented environment, the role of Technology Brokers is poised to become ever more critical.

MR2 Solutions stands at the vanguard of this movement, offering TBaaS practices that redefine the art of technology evaluation and selection, ensuring that organizations are not just equipped for the present but are ready to lead into the future.