



Business  
Intelligence

Data  
Center

Cloud

Mobility

## Enterprise Computing Solutions – North America



# Enterprise Computing Solutions: Value Added Services

## V | Five Years Out

Global reach. Increased market share. And a more robust and diversified customer and supplier base. That's what you'll get with Arrow Enterprise Computing Solutions.

You see, we're thinking Five Years Out for your business. Whether you're a solution provider or systems integrator, the technology demands you'll face tomorrow are already in our sights today. As one of the industry's leaders, we're uniquely positioned to drive increased revenue and margin throughout the entire value chain.

Our organization benefits both suppliers and customers. How? We cut investment costs, reduce the risks associated with pursuing opportunities in new markets, facilitate cross-selling initiatives and programs, deliver the right solutions at the right time and accelerate sales cycles—all to your benefit.

Our go-to-market strategy ensures that we remain in sync with our vendors and partners. It is based on a handful of key capabilities—each one world-class and superior to our competitors—and guided by a singular strategy: Develop service offerings that drive growth by extending our product positioning to build value to our suppliers and customers alike.

# Expanding Your Offering to Grow Your Business

We design value service solutions tailored to the market needs and ready to leverage our organizational strengths. Our ever-evolving expertise means we're always anticipating your customers' new technology demands—and ready to deliver on them—so you can increase market share and uncover more sales opportunities.

Partner with us for the comprehensive, personalized and dedicated solutions your customers need. Developed and managed within a practice management structure, our offering ensures the highest quality of specialized services sales support, services engineering and delivery resources.

## Technology Solutions

- > Complete services to design, deploy, optimize and maintain data center technologies
- > A suite of services that cover the full lifecycle
- > Support for project-based and staff-augmentation models

## Cloud Solutions

- > A vast service catalog that includes both private and public cloud offerings
- > Cloud-in-a-box, turn-key solutions
- > A white-label, online provisioning platform

## Education Services

- > Vendor-authorized, hands-on training for end-user and channel IT professionals
- > Learning environments that include online classrooms, onsite classrooms and self-paced individual modalities

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Our ongoing management services support the full lifecycle of an IT transaction. Rely on us for everything from certification and training to demand generation—and from integration to implementation and migration.



# Technology Solutions

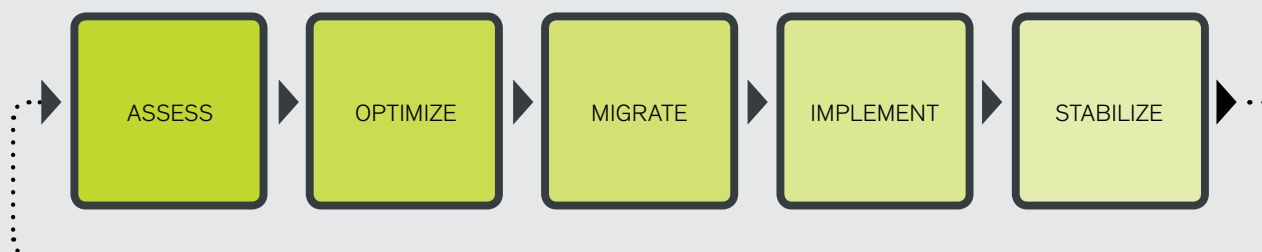
Our suite of technology services spans suppliers, brands and stacks, extending your design and implementation capabilities. Whether your client is evaluating a new technology deployment, plans to upgrade or migrate a legacy system, or just needs to optimize a part of their network, we focus on the entire lifecycle of their network, including design, deployment optimization and maintenance of data center technologies. We can structure projects as fixed-fee engagements, deliver custom-scoped services, or offer staff augmentation or residency models—whatever fits you and your customer.

**Whatever your customers' needs, we can help you support them seamlessly with our expertise in these areas:**

- > Discovery/Assessment
- > Architecture/Design
- > Engineering
- > Integration
- > Analytics
- > Remediation/Support
- > Optimization/Management

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Our solutions add value at every stage of the enterprise computing technology lifecycle.



## Implementation Services

Correctly configuring and implementing infrastructure solutions can range from simple installations to complicated and time-consuming projects. Our highly-trained engineers get you set up correctly from the start, helping to ensure a consistent high-quality installation that speeds time to deployment and provides the foundation for enhanced stability and performance.

To optimize competitive differentiation, cost-effectiveness and agility, we offer two approaches:

### > Fixed scope

A great fit for infrastructure projects with clearly defined tasks, deliverables and pricing, this model begins with a service brief in which the scope is explicitly identified.

### > Custom scope

Built to address more complex cross vendor implementation and migration projects, this approach includes detailed scoping, requirements identification, risk assumption and more.

## Converged Infrastructure Solutions

This complete unified IT infrastructure strategy brings together servers, storage, networking, provisioning systems, management and applications. By using virtualization at all layers, it solves many IT issues such as deployment speed, resilience, scalability and cost containment—enabling businesses to achieve more performance while dramatically reducing complexity, hardware requirements, energy usage and operating costs.

## Security Services

Information security is not a “one time” event. The way businesses handle and protect their data is central to the security of their business and the privacy expectations of customers, employees and partners.

That's why your customers need a systematic security methodology: ours. We evaluate security postures by mimicking a real attack, using highly skilled security experts who employ a variety of techniques to identify exposures and analyze the consequences of a targeted attack in a safe and controlled manner.



## Residency Services

Our highly trained and certified information infrastructure management professionals can quickly assume key project roles—remotely or onsite—within any IT environment. We offer several categories of Residency Services, and our consultants are qualified to perform a wide variety of strategic and account activities, enabling you to achieve more for your business and your customers.

### **Resident profiles include:**

- > Technology Experts
- > Storage Management Consultants
- > Architects
- > Operations Professionals
- > Administrators
- > Program/Project Managers
- > Strategic Account Managers
- > DBAs
- > Security Specialists
- > Virtualization Specialists

## Backup and Recovery

Today's business environment is rich with disaster scenarios. Your customers' business continuity preparedness revolves around a robust, reliable and fully capable backup environment. Our unique process can help align business and technological goals quickly and with minimum impact on busy IT professionals.

Arrow's solutions for Backup and Recovery start with assessing the data protection landscape and determining the current environment. We help analyze and prioritize data protection needs and match them to business requirements. We do all this without favoring any one technology, as we give special consideration for value, functionality, longevity and support, which delivers the best return on investment.

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Our project management team is dedicated to exceeding expectations regarding cost, time, quality and above all, client satisfaction. They'll work with you at every stage—from initial sale through delivery and closure.

## Migration Services

Moving data from one storage system to another is essential, yet most end-users don't have a strategy aside from letting their storage vendors move their data for them. Our data migration solutions provide rapid, risk free, automated and customized end-to-end migration services for both storage platforms/devices and SAN infrastructure (fabric/switch).

Our data migration is delivered as a service engagement, which leverages the use of migration technologies and tool sets to optimize and automate the entire migration lifecycle. Executed through a specialized focused team with an unprecedented amount of migration expertise, our data migration services mitigate risk and provide a repeatable process and approach to event-driven migrations. This allows end users to transform required tasks into strategic practices which allow the rapid deployment of technology, re-use, and overall ROI increase while reducing every aspect of the storage TCO model.

## Business Continuity

Support your customers with the strategic and tactical capability to plan for and respond to incidents and business disruption in order to continue operating at predefined levels.

Our practice includes data replication, data recovery and more, preparing companies to:

- > Ensure business critical data, along with the operating environment, is recoverable from any type of system level or data center disaster
- > Ensure Business Continuity capabilities support Recovery Time Objectives and Recovery Point Objectives (RTOs, RPOs) and meet specific Service Level Agreements (SLAs)
- > Enable the regular testing of disaster recovery
- > Achieve compliance with HIPAA, Sarbanes-Oxley, SAS 70, Basel II and business requirements

## Infrastructure Support Services

Our support offerings allow clients to ensure continual uptime, provide instant access to a team of vendor-certified engineers and deliver timely incident resolution without making huge investments in infrastructure and human resources. Products include but are not limited to servers, storage, software, and networking products. Our offerings include resolution through a centralized support system with One Call Support and remote engineering through our OnDemand Staff Augmentation program.





# Cloud Solutions

Our vendor-agnostic approach helps clients understand how to best use the cloud. We aggregate cloud computing provider services, enabling you to rapidly build and deploy cloud delivery capabilities. Partner with us, and you'll be able to offer the right mix of on-premise and off-premise technologies based on your customers' needs.

While pure-play cloud providers obviously can meet cloud-specific requirements, Arrow has expertise designing and supporting enterprises' broader IT architectures, which is essential for successful cloud deployments. Our cloud solution enables you to centrally manage your user policies through one administrative panel.

**Our hosted online catalog empowers providers like you with these business-fueling capabilities:**

- > White-label with VAR and EU Provisioning
- > Integrated Contract Management and Billing
- > Federated SSO



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The ArrowSphere Solution Business Services provides the essential tools, training, marketing, management resource and services needed to launch and build your cloud services practice.




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#### DEMAND

- > Full function VAR branded, online webstore
  - On-Demand and Automated provisioning
  - Integrated contracts and billing
  - Federated SSO
- > Global and regional catalogs containing full breadth of secure, manageable and flexible cloud offerings
  - IaaS, PaaS and SaaS
- > Capable of integrating VARs professional and managed services
- > Integrated Support Services

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#### ENABLE

- > Comprehensive on-boarding with sales and technical training
- > Cloud account manager and access to marketing, sales and technical resources and tools
- > Operational alignment for streamlined contract management and billing
- > Sales compensation plan recommendations
- > Cloud business plan development

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#### BRAND

- > Cloud catalog design workshops
- > VAR branded, customized and comprehensive cloud services bundles
- > OEM focused solutions
- > Workshops for SEO, BLOGs, emails, campaigns and event marketing
- > Solution selling education

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#### GROW

- > Extensive cloud consulting to include infrastructure assessments and strategic cloud plans
- > Implementation services, application and storage migration services
- > Application modernization via re-hosting and re-architecting
- > Security audits
- > Fully integrated on-premise and off-premise management



## Infrastructure Monitoring, Management and Support

IM&M is the remote support of a sub-set of or entire on-premise and off-premise infrastructure. Everything is managed from a single pane of glass with multiple usage levels. Options include monitoring only and monitoring and management.

A block of hours for remote system administration, database administration and remote engineering is also available.

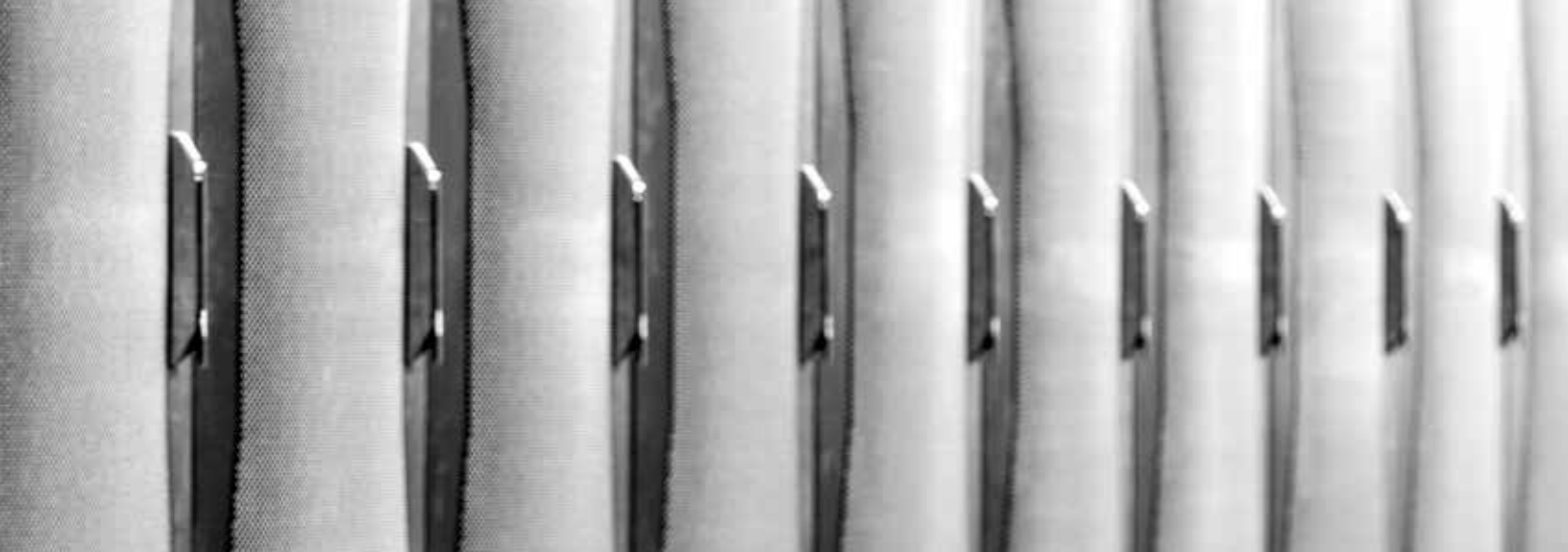
## BCDR/Backup

Driven by the objectives for disaster recovery, this solution set provides off-site backup, disaster recovery (DR) and business continuity (BC) to on-premise data.

Backup options include:

- > Structured data (database)
- > Unstructured data (files, images)
- > Email archive

Based on the agreed-upon service levels, disaster recovery can be performed immediately, within 24 hours or within a number of days specified by contract.



## Service Model Selection

Choose from one or more of these sophisticated service models:

### **SaaS**

Software as a service (SaaS) is a way of delivering applications over the Internet—as a service. SaaS applications are sometimes called Web-based software, on-demand software or hosted software.

Available options include:

- Hosted Exchange
- Hosted Sharepoint
- Hosted Lync
- IBM Sametime in the Cloud
- IBM Software products using IBM SCE

### **SecaaS**

SecaaS is a segment of the software as a service market where security management applications are delivered from the cloud. Options include:

- Email Defense Service
- Email Disaster Recovery Services
- Message Archiving
- Web Defense Service
- Security Event and Log Management
- Vulnerability Management Services
- Hosted X-Force® Threat Analysis Service
- Single Sign-on Identity Management
- Security Assessments

### **IaaS**

Infrastructure as a service (IaaS) replaces on-premise infrastructure (servers, storage, desktops) with off-premise infrastructure—and is applied only to workloads that fit into an off-premise environment. Options include:

- Co-location (customer owned and managed)
- Managed hosting (customer owned, but not customer managed)
- Cloud (utility based model, pay for what you use)

# Education Services

Our learning solutions deliver flexible, vendor-authorized training designed to help you increase a client's engineering staff certifications and bolster profitability by reselling training to your customers. We also provide other consulting and knowledge transfer options to raise technology expertise and deliver a complete learning experience.

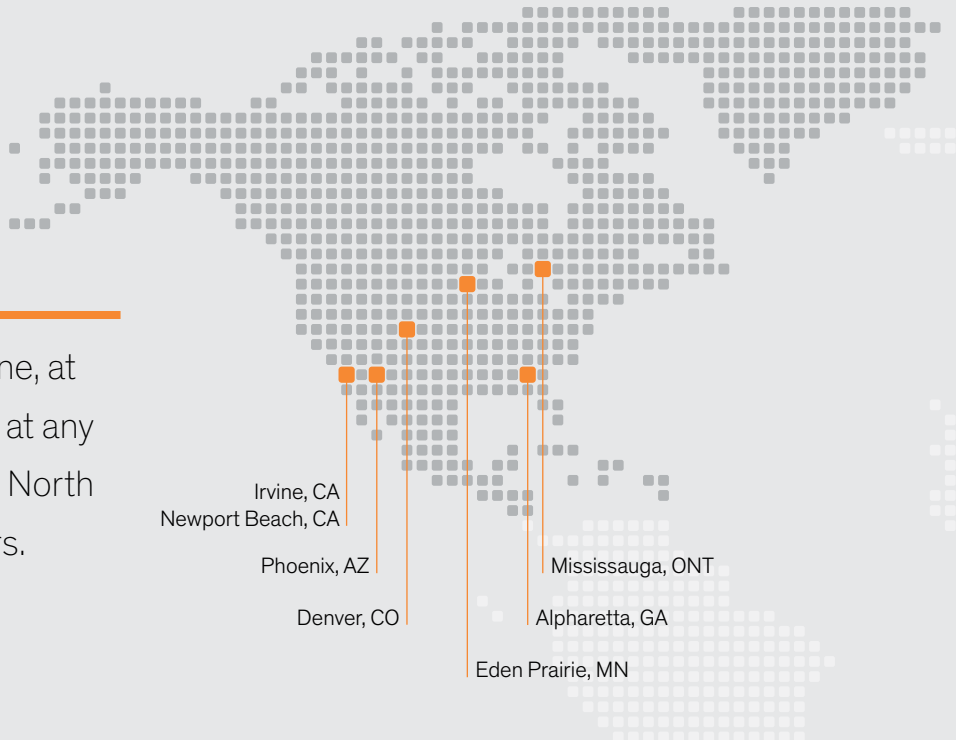
Our vendor-certified instructors possess years of real-world experience in designing, deploying and managing complex networks. Each class typically is comprised of 50 percent hands-on lab exercises to enhance the learning experience. Classes are highly interactive and students are encouraged to actively participate in the training process.

Classes are delivered in a variety of environments, including online (virtual classrooms), onsite at private facilities (customized technical training), at training centers across North America and via Computer Based Training (CBT).

**Let us streamline the way you share information and empower your customers:**

- > Training Attachments
- > Co-branded Website
- > One-Touch Registration
- > Flexible Delivery
- > Exclusive Content

We can deliver training online, at a location of your choice or at any of our conveniently located North American education centers.



Irvine, CA  
Newport Beach, CA  
Phoenix, AZ  
Denver, CO  
Mississauga, ONT  
Alpharetta, GA  
Eden Prairie, MN

## Public Scheduled Training

Our scheduled training courses are able to meet everything from the most fundamental to the most specific training need.

- > Hosted at Arrow training locations
- > Open to all students (must go through VAR)
- > Taught live from a remote location and delivered online
- > Students connect via web conference and audio conference
- > Courses include full access to hands-on labs
- > Expanded offerings cover leading vendors like NetApp, VMware, IBM, Cisco, Citrix, Juniper and TrendMicro
- > Course schedule is updated regularly and available at [ecsedu.arrow.com/na](http://ecsedu.arrow.com/na)

## Private Training Offerings

Private courses allow you to show higher value and integrate classwork with other activities that relate to your business and fuel your relationships. Conducted exclusively for you and customized and designed to accommodate each specific need, our private courses can be held at an Arrow facility or at a site of your choice. You organize, promote, sell seats and host the class. We provide the instructor, course materials and computers. An instructor-only option is also available.

Benefits to offering training may include:

### **Increased user satisfaction**

Typically, when customers have more knowledge they get more value from products.

### **Increased revenue and loyalty**

Satisfied customers are more likely to buy the same level or more advanced products next time.

### **Decreased support calls and associated expenses**

Products work best when end users (who know their environments best) are competent in day-to-day operation.

### **Increase in continuity of service**

Effective, organization-wide training can add a level of risk protection and prevent major outages and security breaches.

## Arrow Training Units

Arrow Training Units (TUs) are prepaid training vouchers that are a flexible solution for organizations whose training needs vary from a single course to an entire series of courses, internal or external. They offer:

- > Better breadth of courseware to address training needs for new technology purchases
- > Less “stranded” training units tied to an already addressed training need
- > Ease at the point of sale and less sales touch required
- > Higher margin for you

Available in increments of \$100 USD only, TUs are valid for 12 months and are treated exactly as cash and other forms of payment. As a VAR, you will receive an immediate discounted rate on the purchase price of TUs at the point of sale based on your contracted rate. You can then resell TUs by simply sharing the SKU for the TU and the number of TUs you are selling.

To purchase a course, the value of the TUs must be equal to or greater than the published price of the course. There is no refund of partial TUs. Cancellation and expiration policies apply. Retakes will be at the sole discretion of Arrow and subject to a lower priority space available basis.

## Partner+

Partner+ gives you the ability to create a branded, credible training website with zero upfront investment. This maintenance-free website offers:

- > Training materials with your logo and colors
- > Live view of IT courses and available dates by vendor
- > Downloadable course outlines and schedules
- > Offer promotions and late availability pricing
- > Online registration



# Why Arrow?

As your partner in forward thinking, we believe it's our responsibility to contribute to your success, not just project by project, but over the lifetime of our professional relationship. That's why we bring elements like these to the table:

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## **WORLD-CLASS RELATIONSHIPS**

Leverage the best solutions from leading component and service providers. We're already working with these partners to fulfill your needs for the future.

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## **GLOBAL CAPABILITIES**

Make Arrow your single source and experience efficiencies of scale that benefit your business. For example, MyArrow, our real-time, self-service tool, allows you to access the information you need when you need it, so you can make single point decisions that maintain business momentum worldwide.

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## **HOLISTIC VISION FROM A TRUSTED ADVISOR**

See what's around the corner. We know how the future is evolving, and we're ready to help you adapt your offering. Rely on us as you transition to a more relevant, profitable and sustainable business model. Our industry expertise in areas like cloud and intelligent systems has the potential to inform a more complete solution for your customers.

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## **TECHNICAL SUPPORT AND INDUSTRY INSIGHT**

Access the latest industry trend information to evaluate opportunities and make informed decisions. Our experienced engineers are ready to help you offer a complete solution or get an existing one to the next level of performance.

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## **GO-TO-MARKET SOLUTIONS**

Get more than just a suite of products. Our holistic approach generates solutions that will appeal to your customers. We offer business development, marketing and professional services, market intelligence, and education enablement tools. We know your prospect base and have the tools to build and fill your sales pipeline.

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## **PARTNER FINANCING**

Grow your business. Whether you're looking to invest in new initiatives, boost competitiveness, improve cash flow, shorten your sales cycle or simplify budgeting, we have financing and leasing plans that are right for you. It's our role to find the right solution for even the most complex financing problem and help you close the deal.



# Are You Five Years Out?

Most people live in the present. The world of now. But a handful of us work in a unique world that doesn't quite exist yet—the world of Five Years Out.

Five Years Out is the tangible future. And the people who live and work there know that new technologies, new materials, new ideas and new electronics will make life not only different, but better. Not just cheaper, but smarter. Not just easier, but more inspired.

Five Years Out is an exciting place to be. So exciting that, once you've been there, it's hard to get excited about the present. Because we know what's coming is going to be so much better.

Five Years Out is a community of builders, designers, engineers and imaginers who navigate the path between possibility and practicality. Creating the future of everything from cars to coffeemakers.

Are you one of them? Then you're probably working with us.



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