

Arrow ECS NetApp Solutions

Accelerating your NetApp business



Creating your business advantage

As NetApp's first and largest UK Distributor, Arrow ECS is ideally placed to support the development of your NetApp business. Working closely with NetApp, we provide access to a unique range of storage solutions and services.

The cornerstone of our approach is to partner for value and growth. You benefit from a distribution partner committed to investing for our mutual success and profitability.

We already have in place the experience, facilities, infrastructure and vision to increase customer satisfaction and to help you capitalise on the exciting opportunities presented by NetApp solutions.

The resources available to you reduce the cost of doing business and the time-consuming tasks involved in winning and fulfilling customers' orders. Drawing on our expertise as an extension of your business, you can concentrate in-house resources directly on increasing your revenues.

As your trusted long-term partner, we aim to work collaboratively with you to:

- **Accelerate the speed at which you close the sale by shortening the sales cycle and de-risking sales opportunities**
- **Maximise your profitability by providing every support to increase your margins and reduce the overall cost of business**
- **Develop your business by creating new market opportunities and helping you enhance your competitive edge**

Tap into our network

Our dedicated NetApp business development team helps to drive profitable business by drawing on our network of resources across both Arrow ECS and NetApp.

In this brochure, we introduce some of the support available, such as:

- **The NetApp PartnerCenter – a unified partner portal with resources to grow your business**
- **PartnerEdge – an integrated sales system that streamlines all the essential tasks involved in developing your NetApp business**
- **Extensive marketing support – help to exploit market opportunities, generate demand and close more sales**
- **Funding and support – a potential contribution to your marketing and business development activities**
- **Rapid quote and configuration assistance – highly skilled specialists working within a specified partner service level agreement**
- **Opportunity registration – protect your sales opportunities and develop close working relationships**
- **Technical and sales training – builds the skills to sell and deliver quality NetApp solutions**
- **World-class demonstration facilities – outstanding solution suites to showcase a range of NetApp technology to your customers**
- **Arrow ECS pre- and post-sales technical resources – expertise to bridge the skills gap or meet a shortfall in resource**

“ Arrow ECS has done a fantastic job in helping NetApp meet the requirements of channel partners and their customers in a timely and effective way, for the mutual benefit of every party involved. The support they provide dovetails with our own offerings to bring an outstanding range of services to the market. ”

Pete Rawden, Channel Sales Director, NetApp UK



NetApp resources

NetApp PartnerCenter – a unified online source of information

The NetApp PartnerCenter online portal offers tools and resources to grow your business and meet your customers' needs. It's simple to navigate and full of information on the complete portfolio of NetApp solutions.

NetApp PartnerCenter provides you with a wide range of pipeline generation, identification, and qualification programme materials. Resources include sales and marketing tools, technical information and the latest product information and promotions.

Get the edge!

NetApp PartnerEdge is an integrated sales system that helps channel partners to identify and create opportunities, configure system solutions for customers, and establish appropriate customer pricing. Online and offline support is available to configure solutions and share these among your extended sales team.

PartnerEdge requires a username and password. All opportunities should be registered in PartnerEdge, accessed via the PartnerCenter at <http://partners.netapp.com/mycommunities/PartnerCenter>

Guides to specific solutions

NetApp has also developed a series of online 'Get Successful' guides focused on key solutions such as Virtualisation, Microsoft Exchange, Microsoft SharePoint and Oracle.

The guides equip you and your team to successfully position the solution with your customer. They include an overview of the market, competitive positioning and questions to ask, as well as resources and tools to shorten the sales cycle and drive profitable business.

Arrow ECS NetApp MSE Programme

Arrow ECS have embarked on a dedicated programme around the NetApp offering for small and midsize enterprises, for which NetApp provides simple and affordable primary storage, backup, data protection and disaster recovery solutions.

The MSE Programme has been designed to drive new business through end users and resellers to grow NetApp in the Volume market and is applicable to all accredited resellers who have the ability to purchase the FAS2020 and FAS2050 channel select bundles across the NetApp FAS2000 series.

NetApp's help customers manage and protect critical data and form the basis around the MSE offering.

The MSE programme includes dedicated marketing support and customisable resources, lead generation campaigns, incentives and promotions.

Information around the MSE package can be found on the Arrow ECS Virtual Marketing Manager and can be found at www.arrowecs.co.uk/vmm

For further details around the MSE programme contact jaimini.karsan@arrowecs.co.uk or andy.emmett@arrowecs.co.uk

Marketing and sales support

We know the critical importance of helping you communicate with your customers, identify new opportunities, build credibility and, ultimately, sell more. We also know that you may not have the expertise or resources in-house to give your business the NetApp marketing support it needs.

Arrow ECS prides itself on the quality of marketing and sales support we are able to bring to bear on behalf of your business.

Discovering new opportunities

We have first-class market intelligence both in terms of trends and 'what's hot' and also prospect data that will help to fuel your new business pipeline.

Our experienced marketing personnel ensure that you are making the most of the marketing opportunities available and will assist in stimulating demand from your customers and prospects.

Generating leads

As a Arrow ECS NetApp Partner, you will receive leads from our many centrally run campaigns. We generate demand on behalf of our partner community and then distribute leads based on criteria

such as geography, competence and timely feedback.

All centrally generated leads are distributed through the Arrow ECS Sales Lead Portal. This bespoke online system allows you to update the progress of leads, enabling us to track the success of the campaigns we run on your behalf.

The more feedback we receive and can share with NetApp, the more vendor funding we will be able to secure for your business to help enhance your sales efforts.

For more information on the Sales Lead Portal and to register visit www.arrowecleads.co.uk

Tailored marketing

Our experienced marketing team can also work with you to plan marketing campaigns that play to your strengths and complement your existing go-to-market strategy.

Alternatively, you can accelerate the time taken to generate high-quality leads by participating in many campaigns which can be co-branded, quickly tailored to your own 'look and feel' and delivered to your chosen target market.

A wealth of online resources for marketing NetApp solutions

Much of this marketing support is available online. Visit our NetApp Virtual Marketing Manager (VMM) and be inspired by the latest campaigns, promotions, events and more. Our unique online tool provides you with a host of useful resources to further help you successfully market NetApp solutions.

Visit our NetApp VMM at www.arrowecsvmm.co.uk where you can tailor campaigns, apply for funding, order NetApp brochure-ware and access a comprehensive library of supporting sales materials.

Arrow ECS Marketing Service		
Cutting costs	Saving time	Providing support
Lead generation through specific reseller campaigns	Regular communications and reseller events	Marketing planning advice to support vendor funding
Development of campaigns for reseller adoption	Email tool to quickly and easily communicate to customers	Online marketing support – Virtual Marketing Manager
Gain access to quality data free of charge for a joint project	Access to creative ideas for your next campaign	Prestigious facilities available for reseller events and seminars



Access Demand Generation Funding

Our strategic relationship with NetApp means we can help you access discretionary funding known as Demand Generation Funding (DGF). This can make a contribution to marketing and other business development related activities which present the best financial and strategic return.

To request DGF support, you'll need to supply a marketing plan to Arrow ECS or your NetApp Account team. Funding is provided only when the agreed marketing activity has been satisfactorily completed.

Rapid quote and configuration assistance

We understand the importance of a fast, accurate turnaround for quotes and configuration advice to fulfil customers' expectations. That is why our specialist quote and configuration team offers a service specifically tailored to meet your service level agreement.

Depending on your partner status, you can have access to receive the fastest, most accurate service available so that, in turn, you can quickly meet customer demand.

Opportunity registration

The Opportunity Registration programme protects your sales opportunities, fosters open communication and develops a close working relationship throughout the sales cycle.

All NetApp partners at VIP, Star, Platinum and Gold level use the online system, PartnerEdge, to register their opportunities. PartnerEdge ensures the privacy of your opportunity; only you have access to the opportunity's account details.

You will be required to provide information about the opportunity, including its size and scope, timeframe and application requirements.

NetApp VIP Partners registering any opportunity have sole right to develop the opportunity and capture potential revenues, subject to NetApp's approval of the registration request and the limitations of the programme.

Silver Partners, who do not have access to PartnerEdge, work through Arrow ECS, as their NetApp distributor, to register opportunities.

Your NetApp direct sales representative or district manager is responsible for accepting or declining your opportunity registration requests. We will try our best to respond within 48 hours to opportunities registered in PartnerEdge.



Authorised technical and sales training

The Arrow ECS approach to training is unique within the channel. We are committed to creating the perfect learning environment for your business with an unbeatable, sustained investment. Quality is our primary objective and we have been accredited by the Institute of IT Training* for over a decade.

Arrow ECS is a fully Authorised NetApp Learning Partner. We offer a number of training opportunities to channel partners to equip you and your customers with the latest skills and knowledge to both sell implement and support NetApp solutions.

Support from the experts

Arrow ECS Training Services understands your business imperatives and appreciates that any time and budget spend on training must bring measurable results.

Choosing Arrow ECS as your education partner gives you the peace of mind that all of your needs will be met by the recognised leader for specialist IT training services in Europe.

End-user training

In pressured business environments, making a mistake can be costly and no organisation today can allow its technical teams to learn on live systems. Training with Arrow ECS eliminates the business risks of service interruptions and enables your customer to:

- Learn through guided hands-on practice
- Practise resolving real-world IT issues in an environment where making mistakes is a recognised element in effective learning
- Gain the skills to ensure maximum return on your technology investments/increase productivity

Accreditation and certification training

In fiercely competitive markets, being professionally trained sends out a strong quality message to customers.

Training support from Arrow ECS helps your business gain success in achieving industry-approved accreditation and can help your business to:

- Attract extra support from IT vendors
- Provide access to privileged product lifecycle information, sales and marketing tools and special pricing arrangements
- Demonstrate your commitment to qualify to your clients

Arrow ECS offer the full NetApp Curriculum including:

- Data ONTAP Fundamentals
- Data ONTAP CIFS Administration
- Data ONTAP NFS Administration
- Data Protection & Retention
- Microsoft Exchange on NetApp Filers
- Arrow ECS NetApp Data ONTAP Administration

Through our links with NetApp, we can help you access training provided directly including:

- NetApp Accredited Sales Professional Workshop (NASPW)
- NetApp Accredited Storage Architect Program (ASAP)

As well as technical training courses, Arrow ECS can also provide sales learning on a more informal basis, developed and customised by the account team working with you.

- Acquire and practise new skills outside of the normal working environment
- Learn how to sell solutions and improve sales skills
- Skill-up in the delivery of technologies
- Learn by doing' in our state-of-the-art training centres using live technology
- Earn credibility with your customers by demonstrating your commitment to the solutions you are selling
- Give your customers peace of mind that solution delivery is in skilled hands

For further information contact:

trainingsales@arrowecs.co.uk or telephone 0870 2511000.

For course pricing download our schedule at www.arrowecs.co.uk/schedule

IITT is an independent professional body for IT training professionals. The Institute focuses on enhancing and recognising the skills and professional status of organisations engaged in training activities and assessing the quality of training services.



Use our world-class demonstration facilities

Arrow ECS has invested heavily in outstanding solution suites to showcase a range of NetApp technology in a truly heterogeneous environment. Used for a number of purposes including one-to-one demonstrations, events, proof of concept and benchmark testing, a Arrow ECS solution suite is the perfect setting in which to show your customers how a potential solution might work for real.

Solution suites are located across the UK and can be made available to you as our partner on a pre-arranged basis. To book an appointment at one of our UK solutions suites, visit:

www.arrowecs.co.uk/psbooking

In safe hands

Arrow ECS pre- and post-sales technical resources have been responsible for implementing over 360 TB of NetApp storage, while Arrow ECS is Europe's largest user of NetApp Filers. Whether you require help with legacy, retired or current NetApp products, we can help bridge the skills gap or meet a shortfall in resource.

We offer a comprehensive range of NetApp services including:

- SnapManager for Exchange
- SnapManager for SQL
- SnapDrive
- SnapMirror
- CIFF
- ONTAP Upgrades
- iSCSI for Novell

By creating a pool of fully certified NetApp Consultants, we ensure experts are on hand to help you advise your customers on everything from solution design through to deployment and beyond. Furthermore, our consultants can be engaged on either a daily rate

or solution fulfilment basis, giving you complete procurement flexibility and eliminating the need to invest in these resources in-house.

All products pass through our Engineering Build Centre for full testing before delivery – minimising the chances of DOA. The centre is also capable of pre-building a range of more complex solutions ready to go from the moment of boot-up at the customer site.

A more complete list of services available, including packages, can be found at:

www.arrowecs.co.uk/netappservices

Our unbeatable commitment to NetApp – and your business

- Arrow ECS is Europe's largest user of NetApp filers
- Over 360 TB of NetApp storage delivered
- Outstanding demonstration facilities to showcase a range of NetApp technology
- End-to-end service delivery, encompassing quotes and configuration through to expert logistics and on to complex solution delivery

For more information on how your business could benefit from the services and support, please contact your account manager or any of the following who will be happy to help:

Steve Cowlin
Divisional Director
M: 07917 065986
E: steve.cowlin@arrowecs.co.uk

Richard Wallace
NetApp Business Manager
M: 07818 421763
E: richard.wallace@arrowecs.co.uk

Frances Norfolk
Marketing Manager
T: 01423 519218 M: 07876 394065
E: frances.norfolk@arrowecs.co.uk

About Arrow ECS

Arrow ECS is an information technology distributor specialising in providing enterprise-class solutions and services focused on data storage, network security, enterprise software, virtualisation and access infrastructure. Working with our channel partners, we optimise the efficiency with which organisations can store, manage, protect and deploy their data, equipping them with secure access to business-critical information any time, from any location, on any device.

Our deep technical understanding is reinforced by strong business relationships and continually monitoring rapidly changing IT markets for the latest product advances and emerging technologies. Through close alliances with the world's leading IT vendors, we deliver innovative solutions, complemented by an impressive portfolio of expert professional services and IT training.

With over 25 successful years in the IT industry, we have the skills and experience to support our channel partners from initial consultation, planning and design, through engineering build to implementation. In doing so, we enable our partners to deliver even more value to increase their customers' competitive edge.

Arrow Enterprise Computing Solutions (ECS) is a business segment of Arrow Electronics Inc. More details are available at www.arrowecs.co.uk



Head Office
Nidderdale House
Beckwith Knowle
Otley Road
Harrogate
HG3 1SA
Tel: 01423 519000
Fax: 01423 519250



London Office
Fourth Floor
The Royal Exchange
London
EC3V 3LN
Tel: 020 7786 3400
Fax: 020 7786 3444



Reading Office
Building 1320
Arlington Business
Park
Theale, Reading
RG7 4SA
Tel: 0118 971 1511
Fax: 0118 971 1522



Nottingham Office
Woodside House
Osier Drive
Sherwood Park
Nottingham
NG15 0DS
Tel: 01623 500200
Fax: 01623 500201

0800 983 2525

web: www.arrowecs.co.uk

email: info@arrowecs.co.uk

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