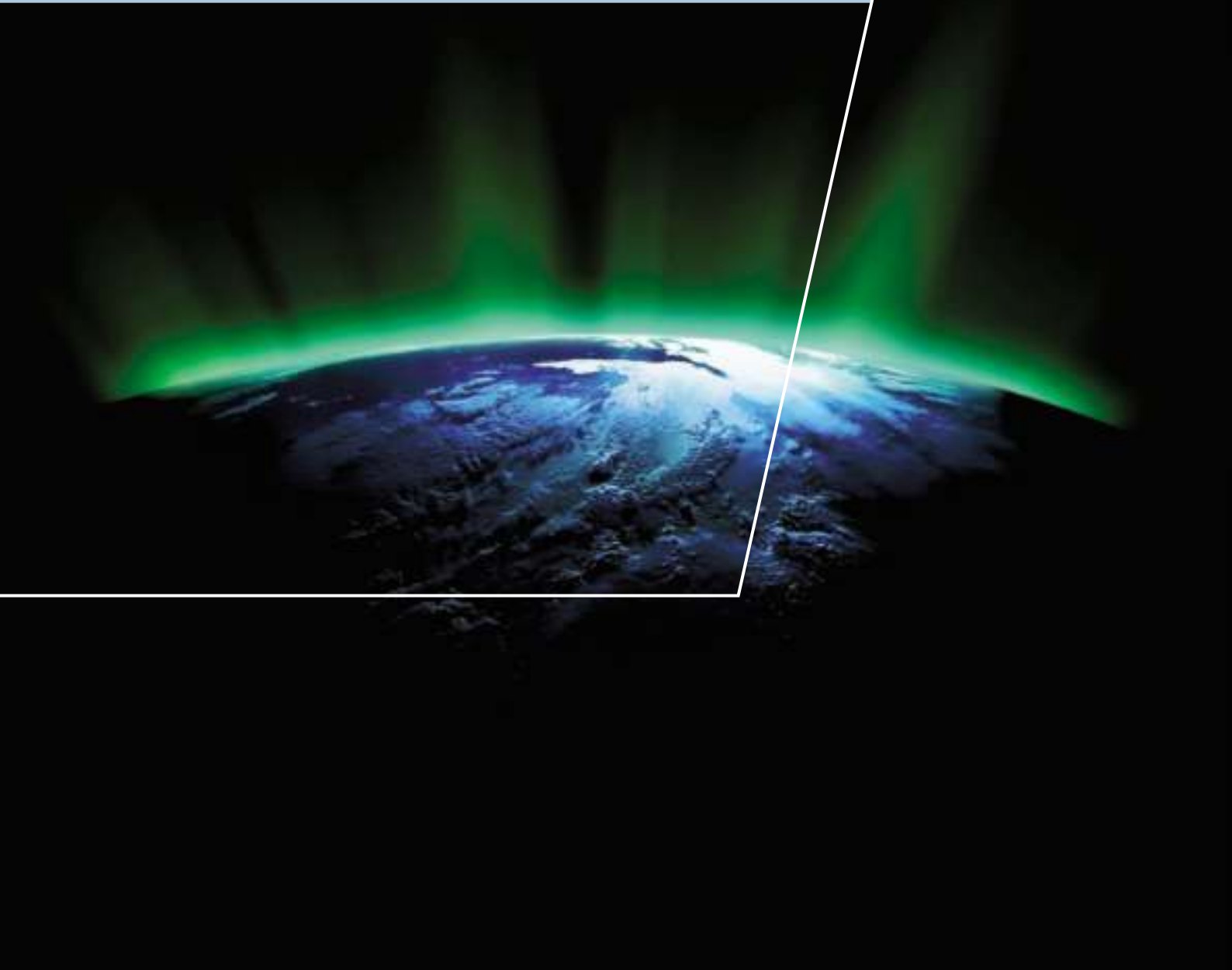




ARROW ENTERPRISE COMPUTING SOLUTIONS

Arrow ECS CA Technologies

**Profit.  
Products.  
Partnership.**



# Why partner with Arrow ECS and CA Technologies?

Arrow ECS is ideally placed to support the development of your CA Technologies business. Working closely with CA Technologies, we provide access to a unique range of solutions and services. The aim of our approach is to partner for value, growth and success. You can 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 CA Technologies.

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

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

This brochure highlights the benefits to you of partnering with Arrow ECS and CA Technologies to include:

- Information around the CA Technologies partner portal
- Marketing, sales support, opportunity registration, pre and post sales and technical support
- Arrow ECS CA Technologies financing options
- Arrow ECS CA Technologies partner programmes
- Arrow ECS CA Technologies demonstration facilities

## The CA Technologies Partner Portal

The CA Technologies partner portal is a one-stop resource for all of the sales, marketing, support and reporting tools you need. It is available at <https://partnerportal.ca.com>

The portal offers you:

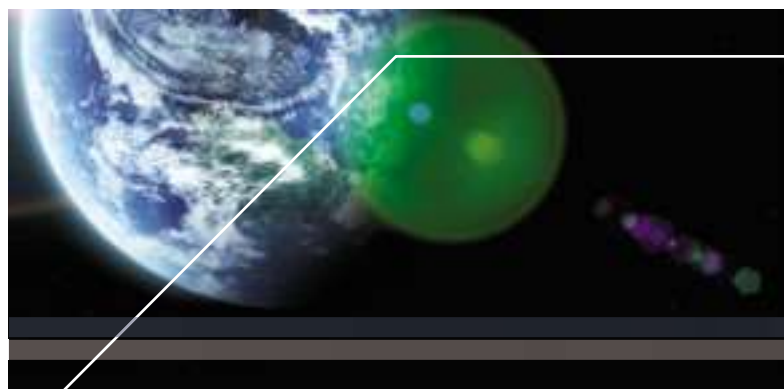
- **Marketing support** – helping you to exploit market opportunities, generate demand, build campaigns and close more sales
- **Product information** – up to date information around new products and technologies in the CA ARCserve range
- **Communities** – webcasts, podcasts, social networking, blogs, whitepapers and technical resources
- **Sales support** – information around registering and managing your opportunities



## Top reasons for partnering with Arrow ECS and CA Technologies

- 1. Make more money:** CA Technologies puts more money in your pocket with partner incentives, rebates and deal registration programs. Earn up to 40% with the CA Technologies partner programme, and gain protected double digit margins.
- 2. Meet your customers' needs:** CA ARCserve solutions help meet the business critical data protection and recovery needs of your small-medium sized and enterprise customers by providing industry leading technology that is easy to sell and easy to manage, resulting in a quicker time to revenue, and more satisfied customers for you. As the trusted advisor to your customer, you can provide your customers with an award winning solution that meets their needs today, and that can grow with them in the future.
- 3. A single solution for simplified sales:** Drive larger opportunities and overcome point solution competitors with a single solution for system, application, data protection, recovery and availability for physical and virtual environments.
- 4. CA beats the competition:** CA ARCserve solutions perform faster, are more reliable and far more efficient than Symantec's Backup Exec 2010 according to the Network Testing Lab product review. The comparative results for deduplication show CA ARCserve Backup r15 saved nearly double the disk space while consuming 45% less bandwidth than Symantec Backup Exec 2010 (more information can be found at [www.arcserve.com/gb](http://www.arcserve.com/gb))
- 5. Managed capacity licensing:** CA ARCserve solutions offer fully scalable solutions, ranging from SMB to enterprise offerings at competitive prices, with multiple licensing models (Components, Modules, Solutions, Managed Capacity, and Managed Service Provider (MSP) licensing) enabling you to provide your customers with the most value while meeting their unique purchasing needs.
- 6. Cost-saving solutions:** CA Technologies provides the best backup and recovery solutions with integrated storage saving technologies like I<sup>2</sup> and data deduplication to help your customers reduce storage requirements and costs.
- 7. CA ARCserve partner programmes:** CA Technologies offer MSP licensing to help you build or expand your services business and capture high-margin and ensure recurring revenue.
- 8. Sales support and marketing materials:** CA Technologies provide you with in-depth sales and technical training and expertise, along with all the sales, marketing tools and materials to help you uncover, and close new business.

For more information on CA Technologies, please contact your Arrow ECS Account Manager on **0800 983 2525** or email [sales@arrowecs.co.uk](mailto:sales@arrowecs.co.uk)



## Arrow ECS CA Technologies 0% finance

Arrow ECS and CA Technologies are pleased to offer you 0% finance to help reduce your sales cycle on CA ARCserve opportunities.\*

This scheme is available exclusively via IQ Finance plc, a leading independent technology financier.

### How does it work?

Assuming a transaction consisting of £50,000.00 (ex VAT) of ARCserve licences, your prospective customer will have the option to spread the cost, interest free, over a three-year period. In this example, 12 equal quarterly instalments of £4,166.66 (ex VAT).

If your customer wishes to take up the offer, you will need to undergo a simple credit approval/underwriting process as follows:

- **Public Sector** – Public Sector bodies will be automatically approved upon provision of their individual details
- **Private Sector** – For limited companies, privately held PLCs, limited partnerships and similar organisations, accounts can be obtained by IQ Finance via Companies House. The full name and/or company registration number will suffice

In some cases it may be necessary to obtain up-to-date accounts (for example if those filed are older than 12 months) in year-to-date management or draft format if available. For qualifying small to medium enterprises, which are only required to file abbreviated accounts, it may be necessary to obtain the unabbreviated version (as provided to the Inland Revenue) to complete the approval process.

Once the transaction has been formally approved, IQ Finance will raise and email the relevant lease documentation either to the customer directly or to you for onward transmission.

### Payment

Payment is usually made directly to you by CHAPS transfer within 48 hours of receipt of completed paperwork. You are also required to sign an "Acceptance Certificate" confirming that the software has been delivered and installed. Verbal confirmation of this from you is also required.

### Benefits to you:

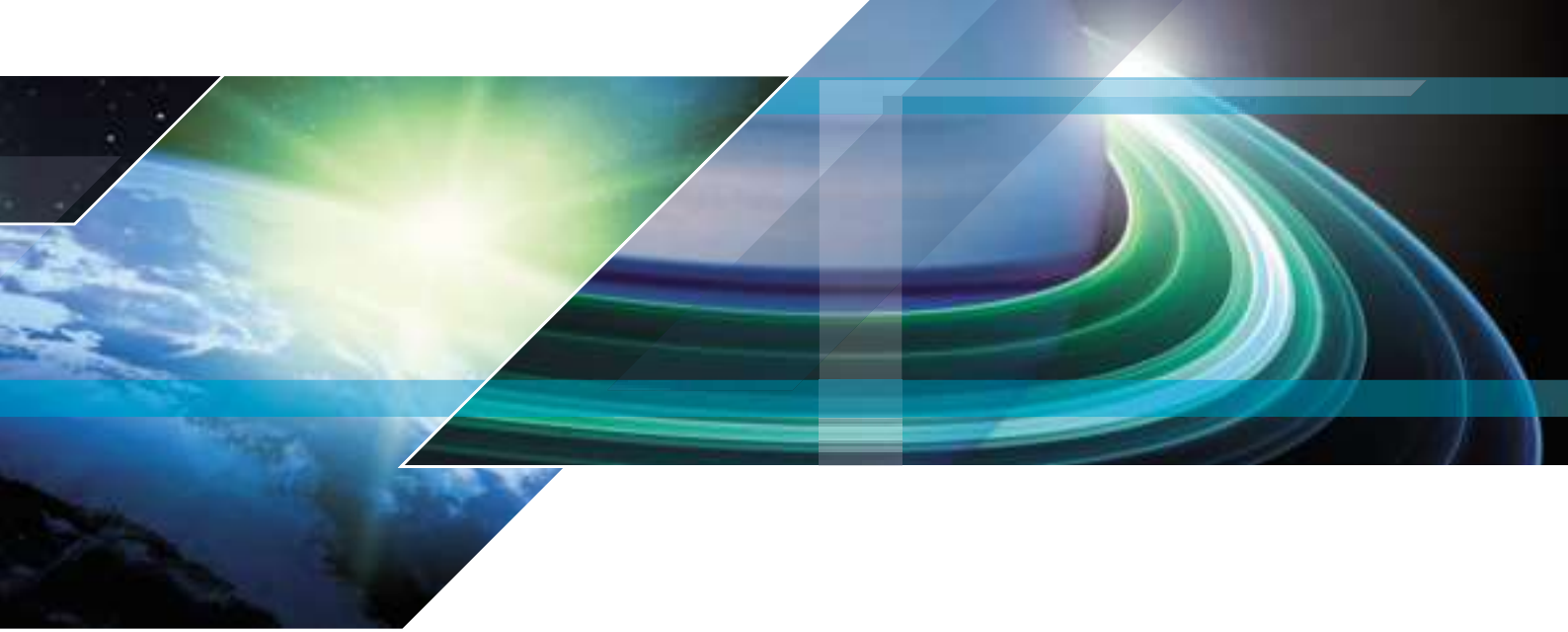
Offering 0% finance can help you achieve the following, particularly in today's economic climate:

- Remove financial/budgetary obstacles to your sale
- Accelerate the sales cycle
- Offer a total solution
- Differentiate from the competition
- Improve cash flow/reduce debtor days
- Increase sales and profits

The 0% financing option not only makes CA Technologies easier to sell, it makes it easier for your prospective customers to buy!

**\*Finance option is subject to terms, conditions and status and requires qualification, and approval from CA Technologies before it is positioned.**

For more information, please contact your Arrow ECS Account Manager on **0800 983 2525** or email [sales@arrowecs.co.uk](mailto:sales@arrowecs.co.uk)



## CA Technologies product portfolio

CA ARCserve is the only solution that offers a full range of products from Bare Metal Restore to full automated failover for high availability.

CA ARCserve delivers total protection, recovery and availability for systems, applications, and data. It offers customers a complete strategy to manage their backup and recovery needs in both virtual, and physical environments with an expanded and integrated offering of D2D, replication and high availability in addition to the award winning ARCserve backup.

- ARCserve D2D the disk-based recovery product, with Bare Metal Restore capabilities to dissimilar hardware
- ARCserve backup includes integrated data deduplication, powerful SRM reporting and granular restore of virtual environments
- ARCserve high availability and replication provides data rewind for continuous data protection and automated non-disruptive DR testing

ARCserve products can be purchased on a component, solution or Managed Capacity Pricing basis and are available as trial downloads at [www.arcserve.com/gb/trials](http://www.arcserve.com/gb/trials)

The CA ARCserve product range helps customers to protect their critical data by:

- Minimising application downtime to avoid business disruptions
- Centralising management of backups across the entire organisation
- Physical and virtual server protection including recovery from a single backup product
- Reducing volume of backed up data with integrated data deduplication

For more information around CA ARCserve products visit: <http://www.arcserve.com/gb/products>





## CA Technologies solutions

CA ARCserve products can help your customers with some of the key data challenges facing organisations today – security, virtualisation, disaster recovery and remote office/branch office backup solutions. CA Technologies can provide overviews, white papers, webinars and full campaign materials for these solution areas via the CA Technologies Partner Portal and the Arrow ECS Virtual Marketing Manager.

### Virtualisation

If your customers are using different backup applications for each environment, then they are doubling up on management training and the growing costs of storage requirements for both platforms. They might also be struggling to implement continuous data protection, high availability and robust disaster recovery in a mixed environment. CA ARCserve gives your customers total control over both physical and virtual environments in one application. It provides fast backup, granular recovery and replication with easy-to-use tools and innovative technology that offers exceptional flexibility.

### Disaster recovery

Major European organisations are collectively suffering from almost 1 million hours of downtime each year and losing more than 17 billion Euros in revenues due to data protection policies that are not robust enough. CA ARCserve gives your customers the control to maximise revenue generation. It accelerates recovery of key applications, systems, data, while minimising data loss and maximising data availability. CA ARCserve solutions provide ultra-fast, scalable disaster recovery to ensure optimum continuity for your customers' changing business needs.

### Remote office/branch office backup

Today, many businesses, government departments and higher education institutions face the daunting task of protecting information systems. CA ARCserve not only helps your customers to simplify and automate remote office data protection, it enables them to provide high availability of remote office systems. Leveraging the CA ARCserve family of products helps ensure the protection of your customers' remote office systems, applications and data on which their business depends.





## Marketing and sales support

Our experienced marketing team can assist you to plan marketing campaigns that complement your existing go-to-market strategy. Much of this marketing support is available online on our Virtual Marketing Manager.

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

## Discovering new opportunities

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

Our experienced marketing managers ensure that you make the most of the marketing opportunities available to you and will assist you in stimulating demand from your customers and prospects.



## Generating leads and engaging in campaigns

As an Arrow ECS CA Technologies partner, you may 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 (SLP). 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 CA Technologies, the more vendor funding we will be able to secure for your business to help enhance your sales efforts.

For more information and to access the Sales Lead Portal please visit [www.arrowecleads.co.uk](http://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 marketing 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 CA ARCserve solutions

Much of this marketing support is available online via our Virtual Marketing Manager (VMM). 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 CA ARCserve solutions.

For more information and to register for a VMM account, please visit [www.arrowecsvmm.co.uk](http://www.arrowecsvmm.co.uk)



## Communications

To receive regular news and updates from the Arrow ECS CA Technologies team, register your interest at <http://www.arrowecs.co.uk/subscribe> and you will receive regular Channel Informers, information around promotions, news, events, new products and more.

Arrow ECS CA Technologies is also live on Twitter, become a follower today using our group name **Arrow ECS CA**. Arrow ECS and CA Technologies regularly post updates, Channel Informers, events, product information and latest news.

## Technical and sales training

Technical courses are run by CA Technologies. These include courses such as ARCserve 100 and ARCserve 200. More information can be found via the CA Technologies Partner Portal, at <https://partnerportal.ca.com>

## Arrow ECS demonstration facilities

Arrow ECS has invested in outstanding solution suites to show case a range of CA Technologies in a truly heterogeneous environment.

Used for a number of purposes, including one-to-one demonstrations, proof of concept and benchmark testing, the Arrow ECS solution suites are an ideal setting to show your customers how a solution might work in a real situation.

Arrow ECS CA Technologies demonstration facilities are available at the Arrow ECS London and Harrogate offices. Meeting rooms and event facilities are also available at the CA Technologies impressive Manor House facility at Ditton Park in Berkshire, that is available free of charge.

CA Technologies also offer a demonstration on demand service downloadable via the CA Technologies Partner Portal under the 'Communities and Insights' tab.

Please contact Jacqueline Munro for further information around the Ditton Park facility, by emailing [Jacqueline.Munro@ca.com](mailto:Jacqueline.Munro@ca.com)



## Arrow ECS CA Technologies partner programmes

Partnering with Arrow ECS and CA Technologies is designed to be simple and achievable.

See below for the programme requirements and transactional values required to achieve the accreditations through the partner statuses:

Programme requirements	Registered	Silver	Gold	Platinum
Minimum Annual CA Recovery Management Revenue	Registered and transacting every 6 months	\$25,000	\$100,000	\$350,000
Baseline Requirements	Complete online/profile registration, accept online agreement/portal terms of use		Business plan and quarterly review	Business plan and quarterly review
Sales Readiness Training	Recommended	Recommended	10% of sales staff (1 person)	10% of sales staff (1 person)
Technical Readiness training	Recommended if offering services	Recommended if offering services	10% presales staff (1 person)	10% presales staff (1 person)
Accreditation Training	Recommended	Sales readiness	Sales and Technical Readiness levels 100 and 200	Sales and Technical Readiness levels 100 and 200

For more information on CA Technologies, please contact your Arrow ECS Account Manager on **0800 983 2525** or email [sales@arrowecs.co.uk](mailto:sales@arrowecs.co.uk)

## The CA Managed Service Provider (MSP) reseller programme

**Better Results. Together.**

CA ARCserve Managed Service Provider licensing programme enables service providers and ISVs with a hosted offering to licence CA ARCserve Solutions on a monthly basis to provide services to your customers.

### Profit with CA Technologies

If you are a reseller selling to Managed Service Providers, you already know how fast demand is rising for additional and enhanced solutions. What you might not know is that there's never been a better time to partner with CA Technologies, not only because of award winning products that are easier and profitable to sell (for quicker time-to-revenue), but because the benefits you receive as a CA Technologies Service Provider partner are truly hard to beat.

- Enhance your portfolio with leading-edge storage management, data backup and recovery software to complement solutions that you are already selling to Service Providers
- Close deals faster with the help of world-class sales and technical support
- CA ARCserve solutions partnership is tailored to meet the specific needs and market focus of your business. At the end of the day, it's about giving you a competitive edge. Because when you succeed, so do we. That's what we mean by Better Results. Together!

To apply to become a CA Technologies Recovery Management Managed Service Provider Licensing Reseller, please visit the CA Technologies partner portal and complete the registration form.

### CA Technologies Opportunity Management

The CA Opportunity Management System (OMS) is your online resource for managing Channel Leads, Opportunities and Quotes which can be accessed via the CA Technologies Partner Portal at <https://partnerportal.ca.com>

This system facilitates a closed-loop process to collaboratively manage leads and opportunities with CA Technologies, enabling you to identify and maximise opportunities from initiation to closure.

### Leads

Based upon intuitive knowledge, leads can be allocated to you automatically by CA Technologies and as such you will be notified accordingly. These leads can then be reviewed, accepted, qualified and ultimately converted to opportunities as appropriate.

### Opportunities

Opportunities may be allocated to you directly by CA Technologies they may be generated as a result of converted leads or created manually by you all within the Opportunity Management System. These opportunities can then be managed through to closure including the provision of detailed quotes and discount requests where required.

With the CA Technologies Data Management Deal Registration Programme, resellers can earn excellent, double digit margins on CA ARCserve and Erwin products, while protecting their deal.

The additional margin serves as recognition of the work CA Technology partners put in to finding, closing and selling CA ARCserve, and Erwin solutions.

**“We want CA Reseller Partners to do more, get more, and save more. Through our Deal Registration programme, CA Partners can gain a significant advantage in the marketplace with superb margins when they register qualified CA ARCserve or CA ERwin sales, with low or zero minimum order requirements. Our ultimate ambition for this programme is for CA Technologies and its partners to achieve more together.”**

Chris Ross, Vice President of The Data Management Customer Support Unit in EMEA and APAC, CA Technologies.

To find out more about the CA Technologies Data Management Deal Registration Programme, including details regarding minimum order values and available upfront discounts and back-end rebates, visit the CA Technologies Partner Portal at <https://partnerportal.ca.com>



## CA at-a-glance



CA Technologies is a global information technology (IT) management software company. CA Technologies help companies manage IT in all environments — mainframe, distributed, virtualised and cloud — to become more productive and better compete, innovate and grow their businesses. CA Technologies apply decades of experience and innovation to develop and deliver software that integrates with other solutions to make a company's technology investments more valuable.

CA Technologies makes it possible for organisations to efficiently and securely take advantage of new technologies while managing existing ones. As computing environments become more complex, our software simplifies IT management. CA Technologies software is available how and when organisations need it, whether through licensing or as a service.

CA Technologies works with the majority of the Forbes Global 2000, as well as government organisations and thousands of companies in diverse industries worldwide. Founded in 1976, CA Technologies serves customers in virtually every country in the world and reported fiscal year 2010 revenue of \$4.353 billion.

More information can be found at <http://www.ca.com/> or [www.arcserve.com/gb](http://www.arcserve.com/gb).

The CA Technologies website contains industry research, on demand webcasts, white papers, product briefs and solution centre overviews.

### CA Technologies

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Email: [emeainfodm@ca.com](mailto:emeainfodm@ca.com)





## About Arrow ECS

Arrow ECS is an information technology distributor specialising in providing end-to-end IT infrastructure solutions including data storage, servers, enterprise software, network security, unified communications and virtualisation. 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](http://www.arrowecs.co.uk)



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