

Arrow ECS | EMC

Cloud Solutions



Removing the obstacles to cloud computing

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While in most companies, cloud computing projects are still in their infancy, an overwhelming majority of IT executives have at least begun evaluating the benefits of cloud technology, with much of their focus currently being at the private cloud level.

They see the potential of cloud technology as a way of continuing to provide high service levels, while cutting infrastructure and capital costs. In many cases, they have invested in datacentre consolidation and virtualisation as a foundation to shift some operations to the cloud.

Through our close partnership, Arrow ECS and EMC can help your customer to capitalise on the business benefits of internal clouds today, while preparing the foundation for the public clouds of tomorrow. We can help to address the obstacles to cloud computing that still remain, including concerns about security or the cloud's ability to handle legacy applications.

The cloud-ready solution for virtual infrastructure platforms

Arrow ECS | EMC Cloud Stack includes everything your customer needs to ensure their virtual infrastructure platform is ready for cloud computing.

As a single, packaged solution of hardware and software from market leaders EMC, VMware, Brocade and IBM the Arrow ECS and EMC Cloud Stack equips your customer to increase efficiency, reduce their carbon footprint and cut costs today. They'll have everything they need to build an agile business, based on a flexible, responsive and reliable IT infrastructure.

But even more, it also creates a highly scalable infrastructure, and provides a platform upon which to subsequently integrate public cloud services.

How you can add value to your customer's business, working with Arrow ECS and using the EMC Cloud Stack?

- Make it easier for them to extend virtualisation pervasively across the organisation and move towards private cloud computing, while lowering risk and operating expenses along the way
- Ensure security and minimise risk with fully certified solutions
- Support and manage Service Level Agreements
 - Resource metering and reporting
 - Configuration and provisioning
 - Resource utilisation

In addition, through Arrow ECS, you can offer a powerful value proposition of...

- A standardised support methodology across the environment, reducing complexity and leading to more consistent management
- A solution that draws on top technologies, available only through Arrow ECS
- Investment by leading vendors, including EMC, IBM, VMware and Brocade

IBM x Series Server

VMware vSphere

Brocade Fast/TurboIron

VNXe

Invite customers to see for themselves

Your customers can see low to mid-range Cloud Stack solutions in action at our London Solution Centre.

This is the perfect facility for demonstrating the solution and the opportunity to educate and influence your key customers.

To book a consultant or demonstration, please call us on 0870 251 7010 or email us at consultancybooking@arrowecs.co.uk



Solutions

We have packages configured and priced to suit different budgets and requirements.

	Entry HA	Scalable HA	Advanced HA	Multi-Site HA
System	IBM x3650 M3 x 1	IBM x3650 M3 x 2	IBM x3690 M3 x 2	IBM x3850 M5 x 2
Storage	AX4 (2tb usable)	NS120 (7.5tb usable)	NS120 (12.5tb usable)	NS120 x 2 (12.5tb usable per site)
Networking	FastIron	FastIron	TurboIron	TurboIron
Virtualisation Software	vSphere Standard	vSphere Standard	vSphere Enterprise	vSphere Enterprise
Rack included	No	Yes	Yes	Yes x 2
# of vms	25-35	50-60	100	60-70

	Consolidation	Availability	Scalability	Automation
Server	1 X IBM x3650 M3	2 X IBM x3650 M3	2 X IBM x3690 X5	2 x IBM x3850 X5
Storage	VNXe3100	VNXe3100	VNXe3100	VNXe3300
Network Connectivity	1 x Brocade fcx624e	2 x Brocade fcx624e	2 x brocade fcx648s	2 x Brocade fcx648s
VMware Software	VSphere Essentials Plus	VSphere Essentials Plus	Standard Acceleration Kit	Midsize Acceleration Kit
VMware Option	Standard Acceleration Kit or Essentials	Standard Acceleration Kit	VSphere Essentials Plus	Midsize Acceleration Kit
Prices from	*£10.5k	*£19.7k	*£34.2k	*£77.5k

*Prices are quoted from EMC CXP, please check pricing with your Arrow ECS Account Manager. Pricing subject to deal registration approval. Optional software available.

“Cloud services set to grow x 3 to \$43 billion by 2012”

Source: IDC

Where your customer has multiple sites, we will need to undertake a Project Definition Workshop. This can be done by our expert Arrow ECS Professional Services team.

Please note: if for whatever reason, your customer's requirements lie outside the comprehensive Arrow ECS | EMC Cloud Stack solution, we are able to implement other cloud solutions to suit specific, bespoke requirements.

What type of customer might be looking for this packaged solution?

An ideal customer organisation would typically be:

- A mid-sized organisation
- In the process of virtualising their core environment, or actively planning to do so
- Looking to reduce their carbon footprint and cut costs by consolidating their hardware
- Aiming to standardise across their environment
- Considering private cloud solutions

Typical sectors include: entertainment and hospitality; services such as legal, insurance, real estate, banking and accountancy and local authorities.

The problems they are currently encountering include:

- High management overheads
- Lower than expected consolidation levels
- General lack of standardisation, owing to past organic growth – this is now leading to impaired operational effectiveness and escalating costs

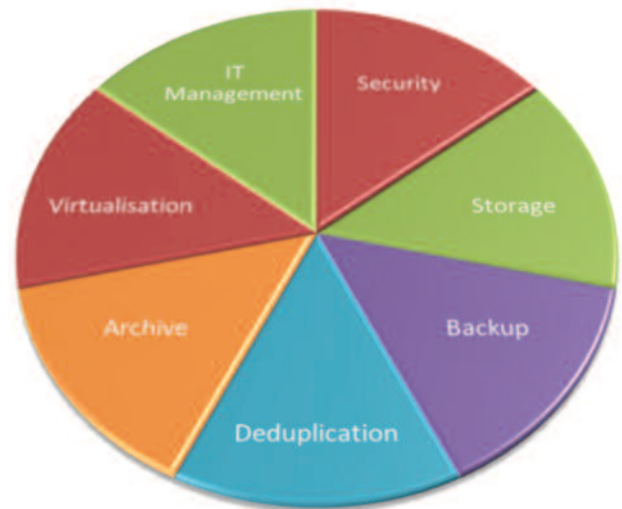
The following present a more challenging sales scenario, but may be worth pursuing:

- Large organisations where the IT strategy and decisions relating to it are devolved across the business
- Customers with high throughput requirements
- Customers with specific compliance requirements, who need to ensure systems are segmented and protected – this requires a full architecture and design discussion
- Public sector organisations, owing to the present squeeze on budgets

Questions to ask

Qualify the opportunity by asking:

- Are you concerned about any or all of the following:
 - Escalating space, power and cooling costs?
 - IT management costs?
 - Improving your green credentials?
- Have you been through a server consolidation exercise?
- Are you already using any of the following technologies: EMC, IBM, Brocade or VMware? Note: if the answer is 'yes', we will need to break out the solution stack in order to put together a viable solution based on their existing licences and hardware, plus any additional requirements.
- Do you already have a standardised stack in place?



Quote and Configuration Team

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Handling your customers' objections

1. If they ask:

Our existing systems already provide these features – what added value would your solution bring?

Answer:

This solution provides incremental benefits that standalone products cannot achieve. You reduce costs and simplify management by having a single appliance. Hardware and software also become easier.

2. If they ask:

Why shouldn't I just purchase all components separately and choose the vendors myself?

Answer:

This solution incorporates best-in-class technologies at a price not available for single line products. It covers the hardware itself: specifically designed for virtualisation. Buying a package from Arrow ECS also streamlines purchasing, and eliminates the effort and complexity of managing multiple vendors.

What's holding you back from selling this packaged solution?

Do any of the following sound familiar?

- We are not an IBM/EMC/Brocade/VMware partner.

You don't have to be! Even if you are not an accredited partner, you can still participate and sell this solution through your association with Arrow ECS.

- Will the solution be difficult to implement?

Depending on your in-house technical expertise, this solution will take no more time than a traditional virtualisation project. If you don't have the time or skills in-house, Arrow ECS has the technical resources to provide support across the entire solution.

- How much margin can I expect to retain?

You can expect to achieve up to 16% in selling this solution to your customers.

Why EMC in a virtual environment?

EMC is the world leader in Storage, Backup and Security for Virtualisation. Easily integrate virtualisation into your IT infrastructure for streamlined deployments and cost-efficient operations with EMC solutions that offer:

- Unified shared storage for maximum reliability
- Optimise backup and recovery operations that are fast and dependable
- Disaster recovery for your virtual and physical environments
- Simplified management with unmatched VMware integration
- Security with an information centric approach
- Proven solutions that minimises risk and speed deployment of business-critical applications

Why IBM servers?

All IBM servers have advanced predictive failure analysis which monitors more components than the competition. What does this mean to the customer? As more components are monitored if a component is about to fail it can be identified and replaced before failure occurs giving maximum server up time, time to move VMs (VMotion) or carry out a safe shutdown. Server downtime can cost customers thousands if not hundreds of thousands of pounds and IBM system x servers aim to maximise server uptime.

All IBM servers include IBM systems Director software free. This software allows advanced management of multiple servers, network topology view (view the whole network to look for bottlenecks, broken links, etc to VMcontrol (virtualisation plug-in) active energy manager (with power capping for even greater power savings).

ALL IBM servers have a built in altimeter and smaller counter rotating fans, the altimeter allows the server to know the exact altitude it is installed at so it can adjust its cooling temperature accordingly, the smaller counter rotating fans draw less power and give better cooling than the competition. What does this mean to the end user? They get servers that consume less power therefore cost less to cool making them "greener" than the competition.

Disclaimer #1: The workloads and data are not intended to represent a specific customer environment. To arrange a customised server consolidation study, contact Arrow ECS.

Disclaimer #2 : Usable capacities have not been calculated based on any specific customer workloads. Intensive workloads may need increased number of disk drives.

Disclaimer #3 : Server pricing is only valid for 10 days (only 7 days into the next quarter if bid machine pricing is applied).

**For further information or for pricing,
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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



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