

IBM Solutions

# Extend your reach

with infinite IBM opportunities



World-leading IBM portfolio

# Creating business advantage

At Arrow ECS, we believe that today's world offers infinite opportunities to expand your capabilities in the IBM space, build your business and extend into new areas. We are committed to investing in our channel partners for our mutual success and profitability.

**We provide the experience, facilities, infrastructure and vision to increase customer satisfaction and help you capitalise on exciting possibilities.**

We are focused on driving end-to-end solutions for both SMBs and larger organisations. We extend our partners' reach and complement their capabilities by providing hardware resources for software developers and software resources for our reseller partners.

With our unrivalled strengths in data and data management, we can create incremental opportunities for your business, streamlining the data infrastructure to reduce costs, increase efficiency and release corporate energy to focus on core competencies.

What ambitions do you have for your business? Working with Arrow ECS makes entry into new solution areas a low-risk strategy. Training, marketing support, demonstration kit, technical resources, specialist industry sales teams, demonstration and presentation facilities, webinars on new technology... whatever you and your sales team need to compete for business and win it, talk to us.

The resources we make available to you reduce the cost of doing business and shield you from the essential but time-consuming tasks that winning and fulfilling customers' orders always generate. Being able to draw on our expertise and facilities as an extension of your business means

you can concentrate often stretched 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**

## It's a winning combination

Our world-class resources and expertise teamed with your unique strengths and knowledge of your customers' needs.

### **Accelerate:** Shorten the Sales Cycle


- Extensive Sales Support
- Quote and Configuration
- Pre-sales Technical Specialists
- Online Account Manager
- Engineering Build Centre
- Massive Stock Holding
- Experienced Logistics

### **Maximise:** Increase Profitability

- Complementary Solutions
- Professional and Training Services
- Investment in Facilities
- Vendor Management
- Maintenance Renewals
- Customer Support Centre
- Major Purchasing Power

### **Develop:** Exploit Market Opportunities

- Market Intelligence
- Strong Marketing Partnership
- Long-term Vision
- Strategic Alliances
- Vendor Funding and Support
- Business Development Plans
- Creation and Advice on Marketing Plans



## Support for you and your customers, right down the line

Arrow ECS opens the door to more opportunities. Throughout the pre-sales and post-sales stages, we provide all the hardware or software support your customers could need for the design, implementation or migration of an effective infrastructure.

### Personalised support

Your account manager is the direct route to Arrow ECS services and support. Completely focused on building a strong relationship that develops your business, your experienced account manager will identify and access the specialist resources you require – whether for a comprehensive business proposal, help in defining the right service levels or detailed product specifications.

Our marketing team has the budget and expertise to run promotional campaigns, generate new leads, strengthen end-user demand and upsell to existing customers. They can advise on planning and executing your own IBM campaigns or create bespoke campaigns for you, complementing your marketing strategy while minimising cost.

Our specialist quote and configuration teams offer the only four-hour SLA in the market, ensuring you receive the fastest, most accurate service possible. For software sales, dedicated specialists will identify customers' present and future needs, numbers of users, licensing requirements... and explore any customisation requirements.

Personalised support for your unique business is complemented by:

**Inform – online account manager.** View order and product information, and place your orders securely online through the Arrow ECS website. To find out more about Inform, visit: [www.arrowecs.co.uk/inform](http://www.arrowecs.co.uk/inform)

**IBM Channel Informer.** Receive regular email updates containing useful IBM – and competitive – technical, sales and marketing information for hardware and software.

To find out more about IBM Channel Informer, visit: [www.arrowecs.co.uk/subscribe](http://www.arrowecs.co.uk/subscribe)

**The Arrow ECS/IBM Virtual Marketing Manager.** This unique online marketing resource allows you to develop and implement joint marketing campaigns with Arrow ECS by providing you with:

- Direct marketing ideas including examples of mailers, emailers and telemarketing scripts
- Marketing communications advice for successful events and seminars
- The latest marketing initiatives and promotions
- Access to product image store and branding guidelines

To find out more about the IBM Virtual Marketing Manager, visit: [www.arrowecsvmm.co.uk](http://www.arrowecsvmm.co.uk)



# Helping customers test, evaluate and select IBM solutions

The Arrow ECS IBM Solution Centre provides our channel partners with an impressive showcase for IBM products, solutions and services, creating the perfect facility to demonstrate the IBM portfolio to your customers in a truly heterogeneous environment.

**Our facilities are on a par with any of IBM's own demonstration suites, anywhere in Europe.**

We have invested heavily in this state-of-the-art centre in the heart of London. It is the largest of its kind in the UK, and provides our channel partners with the ability to educate and influence key customers and ultimately assist in driving sales. The centre also incorporates the Business Partner Innovation Centre, a unique resource for our partners for the demonstration, development, testing and integration of all seven IBM-branded software ranges.

We can demonstrate IBM hardware and software solutions working in the same kind of heterogeneous environments that your customers operate. We continually refresh them with the latest in IBM

products and upgrades and with other complementary technologies. **If you have any specific requirements, please email [ibmvendor@arrowecs.co.uk](mailto:ibmvendor@arrowecs.co.uk)**

**The Solution Centre is made available to our channel partners, their customers and IBM for activities such as:**

- Hands-on demonstrations of hardware and software
- Proof-of-concept
- Evaluating a solution
- Training
- Benchmarking and performance testing

Arrow ECS is also able to offer customer loans so they can test and evaluate a solution in their IT environment prior to purchase.

## How to book a demonstration

To request loan equipment, presales advice and consultancy resources please email [consultancybooking@arrowecs.co.uk](mailto:consultancybooking@arrowecs.co.uk) or visit [www.arrowecs.co.uk/services](http://www.arrowecs.co.uk/services)

*“The Arrow ECS team offer technical excellence and market knowledge backed by a real understanding of the world in which customers operate and the critical business issues they face. This combination of skills, expertise and empathy is manifested in effective and practical solutions.”*

**Paul Brown, Business Unit Executive System Storage, IBM UK, Ireland & South Africa**



## An experienced team of IBM specialists

Customers expect you to have in-depth market knowledge and technological awareness to recommend the optimum solution for their business. This could place demands on you to keep pace with constantly changing technology and develop in-house skills. There's a cost-effective alternative: Arrow ECS Professional Services.

Throughout the years, Arrow ECS has consistently achieved the highest level of technical accreditation for IBM, demonstrating our focus and commitment. Arrow ECS has the technical skills and resources to implement and customise complex IBM solutions. Our channel partners receive full support in addressing new opportunities, while return on investment is accelerated for customers.

No other IBM partner has as many storage certified individuals, and Arrow ECS is widely acknowledged as the expert when it comes to IBM System Storage solutions. We invest in the professional development of our consultants in updating and extending their technical expertise. In addition, intensive pre-launch training gives us in-depth product knowledge from which to advise your customers.

From discussing and analysing a customer's requirements to conducting site surveys and design and implementation of the eventual solution, our consultants have both the technical and people skills to complement your own teams.

Support does not stop after successful implementation: our multi-lingual support centre gives your customers peace of mind, with access to technical support and advice to ensure their solution fulfils expectations.

**Information Management**  
software

**Lotus** software

**Rational** software

**Tivoli** software

**WebSphere** software

# Exceptional software capabilities

Selling and supporting software requires unique specialist skills which can require significant investment in training and development. Stepping into the software arena or extending your reach across more IBM brands can be a daunting prospect.

**Arrow ECS can care for your IBM software customers end to end, leaving you free to develop new business. Strongly focused on growth, we have more IBM brand-focused specialists in place than ever before, some on secondment from IBM.**

Through exciting alliances we offer exclusive cross-brand technical skills that no other value-added distributor can match. For example, we are the sole strategic distribution partner for

the IBM collaborative alliance ValueNet Solutions, comprising five existing IBM premier software partners and bringing together expertise across all IBM's software brands for the first time.

As with hardware sales, we make a wealth of resources available to help you all the way from generating leads to winning the business. Furthermore, in the future, our renewals management service can proactively manage the software renewals process in the way


you prefer. We can simply alert you to when renewals are due or, alternatively, manage the whole process, contacting customers directly, advising them of version changes and checking their needs are being met.

We also work with OEMs and ISVs to create, market and sell complete solutions. We deploy our specialist skills to open up new opportunities by helping these partners and IBM to port applications to the IBM platform.

## Access to the latest from IBM

Our website offers our channel partners instant access to the latest IBM news, promotions and support available through Arrow ECS. These include:

- **Product announcements and newsletters** – with the latest documents from IBM available for you to download
- **Product Selector** – takes you directly to IBM's website, by selecting exactly the product on which you need further information
- **Channel Partner Programme** – gives you all the support you need in order to sell IBM solutions
- **Consultancy Services** – specialist support, with details of all our IBM installation, migration and replication services and more
- **Training courses** – course outlines with schedules and the facility to register online
- **Accreditation information** – ensures you take the right steps towards becoming an IBM Certified Professional
- **Sales prompters** – provide the ideal customer profiles and sales techniques for each product
- **Cheat sheets to download** – assist you in cold calling and identifying sales opportunities
- **White papers** – provide your customers with an independent approach to technology issues



## Helping your teams gain the IBM seal of approval

Among its many accreditations, Arrow ECS is the only training provider to be accredited by the Institute of IT Training for ten consecutive years and is the sole Authorised IBM Training Partner for the UK and Ireland.

As an **Authorised Training Reseller** for all IBM Education, we can help you obtain IBM certifications and develop world-class technical and selling skills in hardware, software, networks and applications. By offering attractive discounts and managing the whole process, we can free up time for you to achieve your training goals without diverting business resources.

We aim to make IBM certification as straightforward as possible, providing a single point of contact. We can advise on which accreditations are required and compile a skills gap analysis, at no extra cost, to assess where you are today as a basis for planning an effective training programme.

There are additional business benefits to working towards certification. As a globally recognised standard of IT expertise, IBM certification communicates a very clear message to your customers about your commitment to quality. You also become eligible for extra support from IBM, such as access to privileged information and tools to improve your productivity.

### The IBM Certification Professional Programme

**Only IBM Certified Professionals are equipped to deliver total IBM solutions. Arrow ECS is fully resourced to deliver the best in IBM's mandatory certification training.**

- Sales Certifications – helping customers choose the right IBM solution
- Pre-sales Consultant Certifications – equipping you to provide the answers
- Integration Certifications – building solutions to meet customers' needs
- Operating System Certifications – developing skills to support the enterprise

For more information, visit: [www.arrowecs.co.uk/training](http://www.arrowecs.co.uk/training)

### World-class training facilities

We have a commitment to IBM training that is unparalleled in the industry. We are an Authorised Training Venue for IBM Education, with fully accredited trainers providing the complete portfolio of IBM training courses to all channel partners at our Harrogate, Nottingham, Manchester, Edinburgh, Glasgow, London and Reading training centres.

Our resources are also available to your customers to ensure they get the best possible return from their IT investment. Ask us, too, about on-site bespoke training courses, which can be more convenient and ensure that training fully meets specific needs.



ARROW ENTERPRISE COMPUTING SOLUTIONS

## 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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