

Arrow ECS

Oracle Step-up Programme

Creating your business advantage

Arrow ECS believes that today's world offers infinite opportunities to expand your capabilities in the Oracle space. Working closely with Oracle we can provide a unique range of solutions and services designed to help you to build your business and extend into new areas.

The cornerstone of our approach is to partner for value and growth. We already have in place the experience, facilities, infrastructure and vision to help you capitalise on the exciting opportunities presented by Oracle's integrated hardware and software solutions.

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

- Oracle Exalabs Solution Centre in the Royal Exchange, London
- Extensive Sales Support
- Quote and Configuration
- Pre-sales Technical Specialists
- Online Account Manager
- Engineering Build Centre
- Experienced Logistics

Maximise: Increase Profitability

- Creative finance and credit terms
- Professional and Training Services
- Investment in Facilities
- Vendor Management
- Major Purchasing Power

Develop: Exploit Market Opportunities

- Market Intelligence
- Strong Marketing Partnership
- Long-term Vision
- Strategic Alliances
- Marketing Funding and Support
- Business Development Plans
- Creation and Advice on Marketing Plans
- Access to the Virtual Marketing Manager

Arrow ECS Step-up programme Experience the difference

The Arrow ECS Oracle Step-up Programme has been designed for your business to leverage our knowledge and experience of Oracle's integrated hardware and software solutions to enable you to develop and grow your Oracle business. The Step-up programme includes not only step-by-step assistance with completing the enrolment process to become an Oracle partner and navigating the Oracle Partner Portal, but also customised business-planning services, specialisation training, marketing campaigns and pre- and post-sales support. As a result of this initiative you will benefit from:

- Improved revenues and margins
- Improved skill sets
- Increased visibility within Oracle and the marketplace
- Enhanced knowledge of Oracle and its solutions offerings

Working together to accelerate your Oracle Business

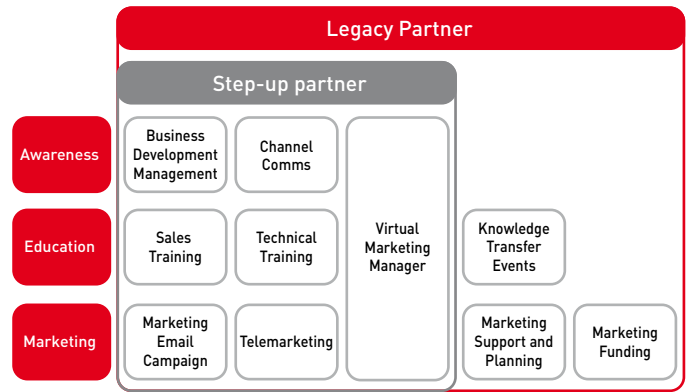
Arrow ECS can open the door to more Oracle related opportunities for your business. We back you with all the help you and your customers could need. Throughout the pre-sales and post-sales stages, we make dedicated resources available. Whether you need a comprehensive business proposal, help in defining the right service levels or detailed product specifications, Arrow ECS are here to help.

A dedicated Arrow ECS Business Development Manager with overall responsibility for the delivery of the programme will work with you to develop your Oracle business plan and support you every step of the way.

Your account manager is the direct route to Arrow ECS services and support, they 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 relationships and up sell to existing customers. They can advise on planning and executing your own Oracle campaigns or create a bespoke campaign for you.

Our specialist quote and configuration team will ensure you receive the fastest, most accurate service possible.



Awareness – Creating awareness within the channel of Oracle hardware and software solutions and Oracle PartnerNetwork

Education – Bringing our partners up to speed on Oracle solutions and programmes through education and training

Marketing – Commit, plan and execute a series of marketing initiatives to grow the sales pipeline

Arrow ECS's commitment to the programme

- Reseller/Oracle health-check
- Establish actual capability
- Identify focus levels
- Identify market approach/opportunity

Create specific business development plan

- Define actions
- Roles resp.
- Timescales
- Milestones
- Target markets (niche, or otherwise)

Up-skilling

- Sales
- Technical
- Product knowledge and positioning
- Marketing

Ongoing support

- Quotes and configure
- Internal sales support
- Business development and planning
- Technical account managers

Marketing

- Marketing planning and support
- End-to-end lead generation
- Channel informer newsletter
- Virtual Marketing Manager (VMM)
- Seminars, webinars and events

The benefits of the Arrow ECS Oracle Step-up programme

- Partnering with Oracles two-time winner of the global value-added distributor of the year
- On-boarding to the Oracle PartnerNetwork
- Support with specialisation training
- Dedicated Arrow ECS Oracle Business Development Manager (BDM) with overall responsibility for delivering programme
- Business plan and support reviewed on a quarterly basis by your BDM
- Joint marketing activity to include bespoke leads generation campaigns, seminars and events and partner incentives
- Subscription to our Oracle hardware and software Channel Informer
- London meeting and hot desk facilities at the Royal Exchange
- Access to the Arrow ECS Virtual Marketing Manager
- Oracle Exalabs Solution Centre in the Royal Exchange, London
- Dedicated Oracle Quote and configure team
- Support and advice on Oracle accreditations and training
- Creative finance and credit terms
- Quarterly Essentials Sales Training (QEST)s

Any questions?

If you would like to discuss how your business could benefit from our Oracle Step-up programme speak to your account manager, email info@arrowecs.co.uk or phone **0800 983 2525**