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**Press Release**

**Arrow Electronics and Oracle Help Accelerate  
Channel Cloud Growth Globally**

***Training, Cloud Assessments and Demos Will Help  
Solution Providers Transform Leads into New Business***

**London UK, 22 September 2016** - Arrow Electronics, Inc. (NYSE:ARW) and Oracle have rolled out a series of initiatives across North America, Europe, the Middle East and Africa aimed at accelerating channel cloud sales by providing resellers and solution providers with comprehensive expertise and support to help their end-user customers migrate to the cloud.

“Arrow understands that today’s solution providers are much more than simple product resellers—they are trusted advisers helping end-users navigate the often-complex migration to the cloud. That’s why Arrow teams with cloud leaders like Oracle to offer training, demos and full product support through ArrowSphere that can help equip resellers with the expertise they need to accelerate business growth,” said Steve Robinson, vice president of Arrow’s global cloud solutions sales.

Through [ArrowSphere](#), Arrow’s global cloud marketplace, Arrow now offers the full suite of Oracle Cloud products—ranging from Infrastructure-as-a-Service (IaaS) solutions, including storage and compute, as well as Platform-as-a-Service (PaaS) offerings such as database, Java, business intelligence, integration and mobile cloud applications. ArrowSphere also offers resellers and end-customers alike the unique opportunity to work with skilled cloud experts in their local markets.

In addition to the comprehensive Oracle offerings available through ArrowSphere, Arrow will also offer regional training workshops in North America and Europe. Hosted in conjunction with the nonprofit IT trade association [CompTIA](#), these workshops will inform value-added resellers (VARs) and managed service providers (MSPs) on how to effectively assess the cloud needs of end-users and bring Oracle cloud offerings to market.

“Oracle is excited to collaborate with Arrow Electronics on driving cloud growth in the channel,” said Brian Hamel, senior vice president, Converged Infrastructure Sales, Oracle. “Arrow’s reseller ecosystem is well positioned to



bring Oracle's innovative cloud solutions to an even greater number of end-users."

Arrow will also provide access to cloud assessment tools designed to help businesses chart a course to a public, private or hybrid cloud model by creating scenarios based on each offering, while also analysing technology stacks, security gaps and total cost of ownership. These critical assessment capabilities are designed to identify cloud solutions that best fit the unique needs of an organisation.

Additionally, Arrow will provide free demos of Oracle Cloud solutions, coupled with rich, multi-product, proof-of-concept capability to more than 250 solution providers across Europe, the Middle East and Africa to assist in transforming their customers' cloud interest into cloud business. Arrow's demo offerings are readily available today for resellers to showcase the capabilities of Oracle Cloud products and services.

Arrow was named Oracle's Excellence Award for Specialised Solutions in Cloud Transformation at Oracle OpenWorld earlier this week.

#### **About Arrow Electronics**

[Arrow Electronics](#) is a global provider of products, services and solutions to industrial and commercial users of electronic components and enterprise computing solutions. Arrow serves as a supply channel partner for more than 100,000 original equipment manufacturers, contract manufacturers and commercial customers through a global network of more than 460 locations serving over 85 countries.

Arrow offers best-in-breed global cloud solutions specifically aimed at enabling the reseller and solution provider communities. Arrow's proven go-to-market cloud strategies and proprietary managed-service, cross-vendor playbooks are designed to enhance the expertise and offerings of resellers and better position them as trusted advisors to their end customers. For more information on Arrow's global cloud offerings, please visit [http://ecs.arrow.com/cloud\\_services/](http://ecs.arrow.com/cloud_services/).

#### **About Oracle PartnerNetwork**

Oracle PartnerNetwork (OPN) is Oracle's partner programme that provides partners with a differentiated advantage to develop, sell and implement Oracle solutions. OPN offers resources to train and support specialised knowledge of Oracle's products and solutions and has evolved to recognise Oracle's growing product portfolio, partner base and business opportunity. Key to the latest enhancements to OPN is the ability for partners to be recognised and



# Five Years Out

rewarded for their investment in Oracle Cloud. Partners engaging with Oracle will be able to differentiate their Oracle Cloud expertise and success with customers through the OPN Cloud programme – an innovative programme that complements existing OPN programme levels with tiers of recognition and progressive benefits for partners working with Oracle Cloud. To find out more visit: <http://www.oracle.com/partners>.

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