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Arrow Drives Digital Transformation With New Strategic Cloud Solution

New cloud networking and visibility solution bringing best of Arrow, Riverbed and Microsoft technologies

London – 21 February 2018 – Arrow Electronics today announced an enterprise cloud networking and visibility solution bundle based on market-leading technologies from Microsoft and Riverbed Technology. The new solution is focused on simply and securely connecting a company's infrastructure and branches to Microsoft Azure. Initially, the solution will be available in France, Germany, Netherlands, Scandinavia and UK.

Arrow's latest cloud innovation enables value-added resellers and cloud solution providers to offer their end customers a globally orchestrated and optimised connection to cloud computing platform Microsoft Azure by leveraging Riverbed SteelConnect, a software-defined wide area networking (SD-WAN) solution, Riverbed SteelHead for hybrid WAN optimisation and Riverbed SteelCentral Aternity for end-user experience monitoring.

In the light of the growing usage of cloud services for the development and deployment of new applications and the hosting of migrated applications, Arrow provides the channel community with this powerful hybrid cloud architecture for modular, distributed applications from a single source.

Microsoft Azure is one of the most used global cloud computing platforms for application hosting. Riverbed's cloud networking solutions optimize the performance of applications across the wide area network and in the cloud, and provides the agility needed in today's modern enterprise. The smart combination of both vendors' solutions offers a new level of visibility, network control and optimized performance of hosted applications. End customers benefit from easy access through an automatic VPN connection, fast and secure application deployment, reduced bandwidth costs, easy configuration and full visibility of network activities.

Initially launched in April 2016, Riverbed SteelConnect is the industry's first and only SD-WAN solution that unifies deployment and orchestration of hybrid WANs, branch networks, and cloud environments, including one-click connectivity and optimization into Microsoft Azure. SteelConnect also enables zero-touch provisioning, allowing an enterprise to set-up a global network and connect to the cloud in minutes, and easy ongoing network management that provides the ability to make network or business/application policy changes

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with a few clicks of a mouse. Riverbed SteelCentral enables companies to understand performance levels, resolve performance issues and improve service performance. It is the only end-to-end solution that blends device-based end-user experience, infrastructure, application, and network monitoring to give companies a holistic view of its users' digital experience.

Executive Quotes

"The future of the cloud is hybrid and dominated by software-as-a-service offerings," says Eric Nowak, President Arrow ECS EMEA. "The bundling through our solution offering covers a multitude of requirements for cloud computing such as connectivity, performance optimization and visibility. The better use of network resources and a full insight into application performance leads to higher efficiency and productivity. In addition, our partners benefit from a secure foundation to sell other solutions and services on top."

"Without any doubt, a secure and optimized cloud migration is a key challenge to most of today's CTOs, CIOs, and CDOs," says Giovanni Di Filippo, Vice President Channel Sales EMEA, at Riverbed Technology. "As a leading global value-added services and solutions provider, Arrow is able to provide the channel with the ability to transform their end customers' infrastructure by offering this advanced integrated solution that is fully leveraging the promises of hybrid cloud environments."

For further information, please visit: <https://www.arrowecs.co.uk/arm/>

About Arrow Electronics

Arrow Electronics (www.arrow.com) 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 150,000 original equipment manufacturers, value-added resellers, contract manufacturers, and commercial customers through a global network. The company maintains over 300 sales facilities and 45 distribution and value-added centers, serving over 80 countries.

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About Riverbed

Riverbed enables organizations to modernize their networks and applications with industry-leading SD-WAN, application acceleration, and performance management solutions. Riverbed's platform allows enterprises to transform application and cloud performance into a competitive advantage by maximizing employee productivity and leveraging IT to create new forms of operational agility. At more than \$1 billion in annual revenue, Riverbed's 28,000+ customers include 97% of the Fortune 100 and 98% of the Forbes Global 100. Learn more at www.riverbed.com

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