



Press Release

Arrow Electronics Offers Premium Support for Microsoft Cloud Service Providers

London, 25 February 2019 – Global technology provider Arrow Electronics announces support services for Microsoft cloud.

Value-added resellers and managed service providers increasingly benefit from the growing cloud market. Using innovative technologies from leading suppliers such as Microsoft, Arrow has designed a dedicated set of comprehensive services based on global best practices to enable managed service providers and channel customers to transform their traditional business models toward cloud adoption.

Customers can choose from two premium support models, giving them the opportunity to either use the support to expand their own capabilities, or to offer it directly to end customers. Each support package builds upon three characteristics:

- **Expert support:** Quick access to Arrow’s multi-disciplined support teams.
- **Proactive services:** Designed to support from project inception through design validation through implementation with focused go-live support resources.
- **Partner enablement:** Access to customer success managers who help embed cloud elements into sales and delivery, and implement strategies to increase cloud adoption.

A detailed list of the services can be found [here](#).

“Building on our extensive cooperation with Microsoft, we are pleased to take our offering to the next level by including premium value-added services for the Microsoft cloud,” said Mark McHale, vice president UK and Ireland of Arrow’s enterprise computing solutions business. “This combined offering by two of the leading global technology companies will help channel players at every stage of their journey towards the cloud.”

Abdi Elmi, indirect channel lead for Western Europe at Microsoft said, “The channel has a clear opportunity to grow the business with cloud, IoT and artificial intelligence solutions and services. Arrow puts its channel customers at the forefront selling and marketing Microsoft cloud solutions based on comprehensive value-added services, dedicated teams and knowledge. The premium support services take the Arrow and Microsoft offering to the next level and are another compelling reason for customers to move to the cloud.”



Arrow helps the world's leading technology vendors and their channel partners accelerate growth, increase profitability and prepare for the future in a rapidly changing IT market. Arrow's cloud channel providers rely on Arrow to connect them with opportunities, extend their reach and simplify their operations.

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About Arrow Electronics

Arrow Electronics (NYSE:ARW) guides innovation forward for over 200,000 leading technology manufacturers and service providers. With 2018 sales of \$30 billion, Arrow develops technology solutions that improve business and daily life. Learn more at fiveyearsout.com.