

What are delivery partners looking for?

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Introduction to Arrow ECS



- Arrow is a worldwide , value-added distributor with a turnover in excess of \$16.8B for **Components Enterprise Computing Solutions (ECS)**



- DNS and Logix Distribution form Arrow ECS in Europe

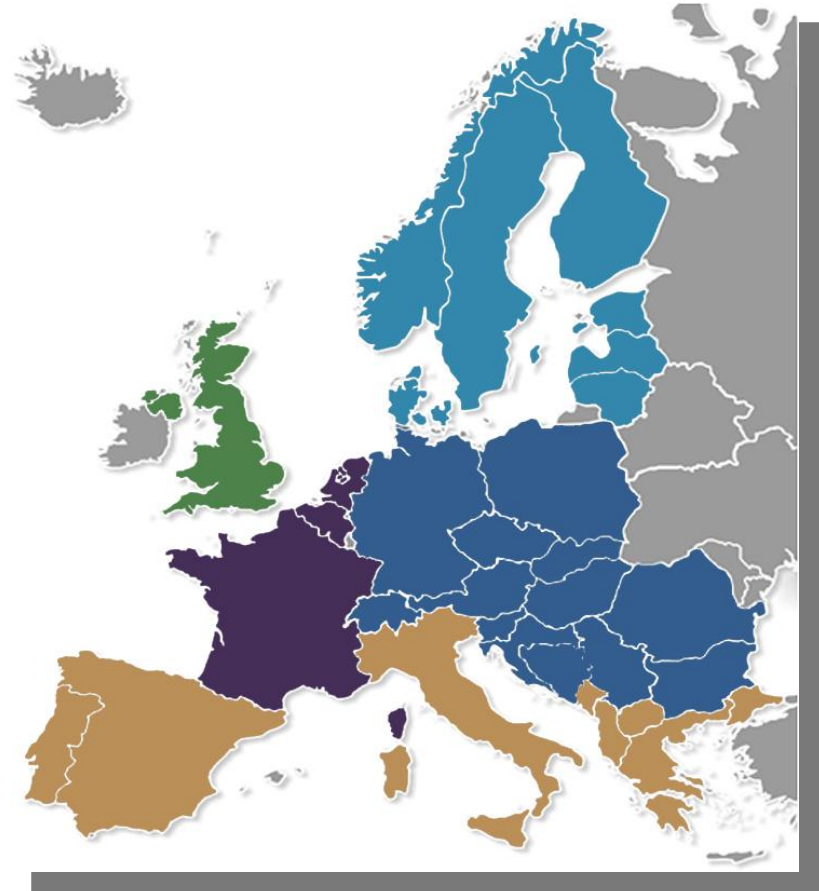


- Arrow ECS UK (formerly DNS Arrow):
 - £283 M
 - 276 employees

Scale, stability & confidence

Arrow ECS Europe

- Pan European coverage with local expertise
 - Subsidiaries in 26 countries across 5 regions
 - European Revenues €1.5 billion
 - European employees 1,250+
 - 70+ Vendor Contracts



● United Kingdom	▶ Austria	▶ Lithuania
● Nordics	▶ Belgium	▶ Luxembourg
● Western Europe	▶ Bulgaria	▶ Morocco + NWA
● Central and Eastern Europe	▶ Croatia	▶ Netherlands
● Southern Europe	▶ Czech Republic	▶ Norway
	▶ Denmark	▶ Poland
	▶ Estonia	▶ Romania
	▶ Finland	▶ Serbia
	▶ France	▶ Slovakia
	▶ Germany	▶ Slovenia
	▶ Hungary	▶ Sweden
	▶ Israel	▶ Switzerland
	▶ Latvia	▶ United Kingdom

Arrow ECS UK

- Value Added Distributor specialising in

- Infrastructure
 - Servers
 - Storage
 - Software
- Security
- Virtualisation
- Training
- Professional Services

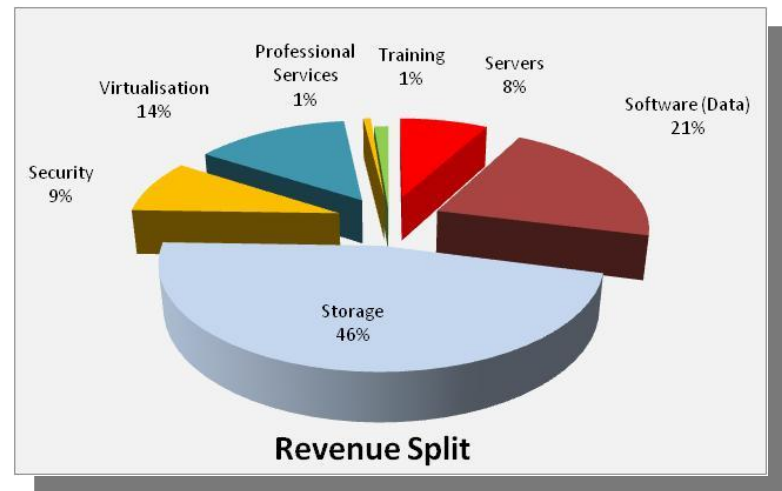
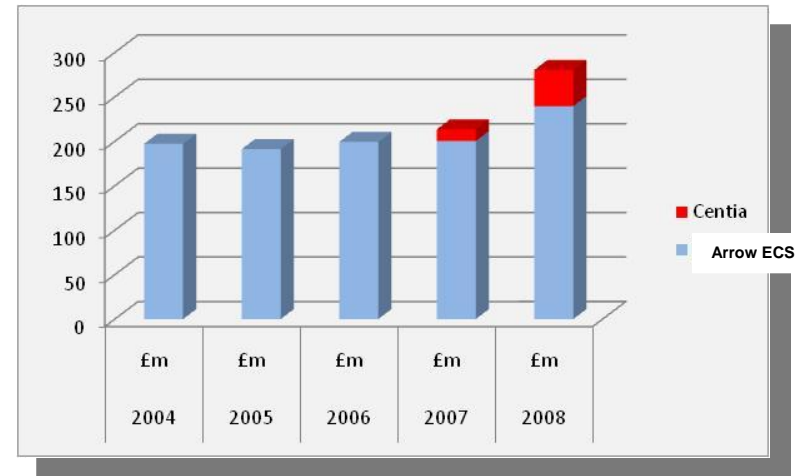


- 3 Offices

- Harrogate (Headquarters)
- London
- Theale

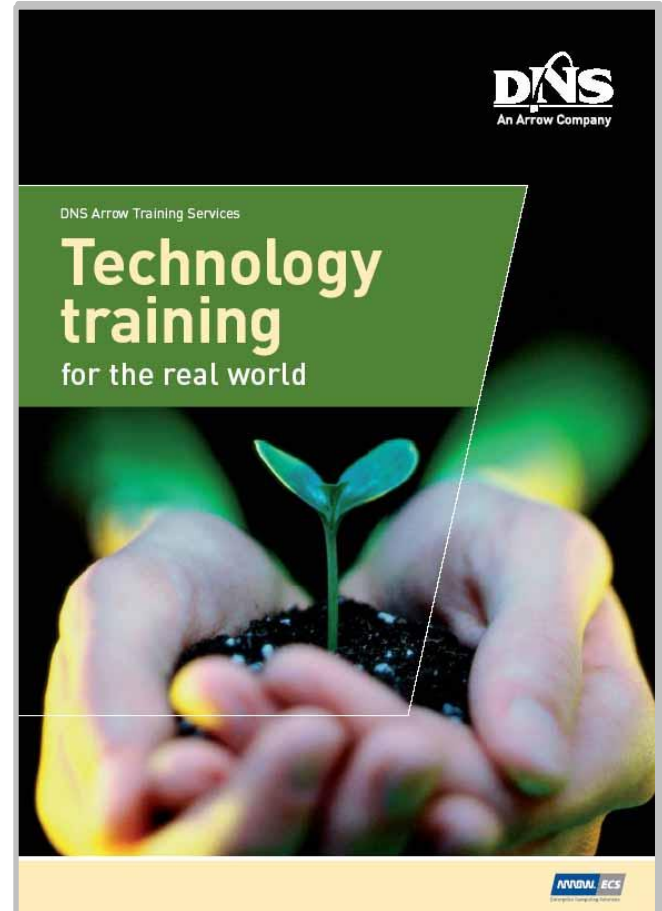
- £283M Revenues

- 276 Employees



Training Services (UK)

- £6 million turnover
- One of the Top 50 training companies in UK (*IT Skills Research*)
- An extensive portfolio of over 100 scheduled courses
- A large team of highly experienced instructors
- World-class training facilities in five UK locations; Training centres in 14 other European countries.
- Accredited by the Institute of IT Training for over 12 consecutive years



Delivery partner (ATC) coverage

Data Storage and Enterprise Software:



Data Security:



Data Access & Virtualisation:



ATC Models

- **Delivery only (Vendor)**

Revenue split for providing room, instructor and kit only.



- **Delivery & Sales (Joint)**

Revenue split for providing room, instructor, kit and sales - 50/50 split on seats

- **Alliance (ATC)**



Royalty payment & / or charge for manual, plus yearly renewal fees, per location.
Limited sales / support by vendor (Website / training units)



The X factor

Key factors in choosing a vendor...

- Demand / revenue opportunity
- Investment (kit & prep requirement)
- Competition (barriers to entry – e.g. Microsoft)
- Support for product business
- Vendor funding / recognition / support

The success factor

Key factors in successful partnership...

- Revenue split

Needs to work financially for both organisations (Daily rate is not preferred)

- Communication

Regular updates (sales and technical). Face-to-face meetings; Webex sessions; emails

- Flexibility

Stock rotation on manuals; kit reservations etc

Value of ATC's

What differentiates Arrow / ATC's from the grey market?

- Provide certified instructors who follow vendor TTT programmes
- Deliver vendor developed / approved courseware
- Ongoing assessment by vendor
- Independently audited by the Institute of IT Training
- Experienced in selling & delivering effective training programmes
- Real world knowledge as part of large distribution business

ATC's deliver high quality training and ensure the correct, most up to date information reaches the customer to support your products.

So, what more can you do for us...

- Marketing funds
- Incentive programs based on objectives
- Promote ATC's and training to customers much more
- Lead generation campaigns / new customer information

Q & A...

Any questions?