



Business Intelligence

Data Center

Cloud

Mobility

Security

## Enterprise Computing Solutions – North America

### Value Proposition – HPE

# Hewlett Packard Enterprise



## Company Overview

Hewlett Packard Enterprise (HPE) creates new possibilities for technology to have a meaningful impact on people, businesses, governments, and society. With the broadest technology portfolio spanning servers, converged infrastructure, storage, hyper converged networking, software, services, and IT infrastructure, HPE delivers solutions for customers' most complex challenges in every region of the world.

## Key Solutions

Enterprise information technology infrastructure, including enterprise servers, storage, networking, technology support and maintenance; multi-vendor customer services; IT management software; application testing and delivery software; information management solutions; big data analytics; security intelligence; and risk management solutions.

- 2013 Distributor Partner of the Year, HP Enterprise Group
- 2013 Growth Distributor of the Year, U.S., HP Enterprise Group
- Number one distributor for HPE Software products

### Sales Operations Team Coverage

Arrow's sales coverage includes quoting, special pricing, order tracking, deal registrations, certification analysis, training, and white boarding.

## ARROW'S VALUE PROPOSITION

### Distribution

Arrow has been an HPE distribution partner since 1997.

### Team

Arrow's HPE team includes 56 people: 30 inside sales, 12 field sales, and 14 support, including operations, technical and marketing.

### Awards and Recognition

- 2016 North America Distributor of the Year, HPE Enterprise Group
- 2016 Global Distributor of the Year, HPE Group
- 2016 HPE SmartChoice Distributor of the Year, HPE Enterprise Group
- 2015 HP Best-In-Class Distributor for Enablement of HP EG Partners

## Proprietary Arrow Sales Operation Tools

- **MyArrow Portal:** MyArrow gives VARs (Value Added Resellers) access to all their interactions with Arrow through a single login. They have all the tools they need to operate, manage, and continue to grow their business. Self-service functionality allows them to track orders, view invoices, search for parts, see promotions, and signup for programs.
- **Arrow Insight:** Arrow Insight business intelligence gives you an easy, fast, and accurate way to identify new prospects, analyze end-user demographics and define strategies. Available exclusively for Arrow partners and suppliers, the Arrow Insight analytics dashboards consolidate transaction data with several data suppliers

## Supplier Facts

- Headquarters: Palo Alto, Calif., USA
- Number of Employees: 302,000+worldwide
- Global Presence: Americas, Europe, Middle East, Africa, Asia Pacific
- Stock Exchange: NYSE: HPE
- Fiscal Year: Nov 1 to Oct 31
- Distribution Model: Hybrid
- Website: [www.hpe.com](http://www.hpe.com)

and data modeling techniques into a simple yet extremely powerful information delivery tool. The three dashboards work together or alone, providing unique and actionable analytics through customer, market, or whitespace-centric insight tools.

- **Arrow Financial Services:** Arrow Financial Services helps you shorten your sales cycle and close larger, more profitable deals. No other IT distributor can match the volume or the vision of our financing programs. And no one is more committed to integrating smart leasing options into every deal. These solutions include Supplier Financing, Private Label Leasing, and Flex Pricing for the channel. Other offerings include Open Account, Revolving Line of Credit, Escrow Programs, Assignment of Proceeds Programs, Credit Collections, and Trade-ins.

- **Arrow Marketing Services:** Arrow ECS Marketing Services provides high returns on marketing investments by leveraging trusted market research and analytics. Backed by rich content and targeted messaging, these tactics are delivered through a variety of modern inbound and outbound marketing vehicles. Further, we recognize the importance of preparing sales teams to catch and progress leads generated from marketing campaigns. Our marketing managers work with your sales leaders to develop lead identification tactics to ensure successful sales progression.
- **RenewIQ:** Imagine having only one place to view what your entire install base purchased through Arrow—regardless of supplier—one place for a comprehensive view of your services; maintenance and renewals; hardware and software portfolio; and a complete opportunity pipeline, including contract and warranty expirations. Arrow's RenewIQ tool will help you generate more leads with higher attach and renewal rates for your service offerings.

## Pre-Sales Support

Arrow Solutions Lab, configuration support, and pre-sales technical support

## Technical Resources and Support

- 5 technically certified engineers
- Configuration support
- Training consultations Arrow ECS Solutions Labs

## Arrow ECS Solutions Labs

The Arrow ECS Solutions Labs provide you with the latest products from leading hardware and software suppliers, coupled with experienced engineers that can help you design, test, demo and, ultimately, sell the right solutions to your customers. Our Labs are capable of emulating small, medium and large IT infrastructures, and will help you address server, storage, software, networking, and security solutions.

The HPE portfolio includes servers (blades and rack mount), converged infrastructure, business-critical servers, storage and hyper-converged, networking and various software offerings that are updated annually.

## Arrow HPE Channel Partner Enablement Program

Arrow's HPE Channel Partner Enablement Program is a comprehensive, integrated partner readiness roadmap and investment program designed to accelerate the business transformation of Arrow HPE channel partners. Whether you're new to HPE or experienced in selling HPE products and solutions, Arrow's Channel Partner Program provides the appropriate guidance, tools, resources, support and investment to help you achieve a robust and thriving HPE-powered practice.

By participating in the Arrow HPE Channel Partner program, partners receive access to a number of different value-added services, tools and solutions, such as solution practice development, training, and technical expertise.

Our unique approach to value-added distribution delivers long-term market vision and valuable intelligence about focused IT solutions and strategic direction to help partners align resources for maximum success. The Arrow HPE Channel Partner Program gives you all the tools and resources to manage and grow your solutions-focused business in this transforming market. From sales, marketing, technical, and business development expertise, our HPE team is here to help you transform profitability every step of the way.

## Marketing

Arrow's marketing team has four dedicated supplier managers and three dedicated vendor management resources that manage and support planning, operations, tools, process communications, strategic investments, events, training, and demand generation. The team develops individualized business line marketing plans that align with HPE's go-to-market strategy.

## Public Sector Coverage and Vehicles

- GSA Schedule
- Public Sector

## International Offices and Coverage

Canada, Denmark, United Kingdom (under ComputerLinks), and United States

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**ARROW**  
**Five Years Out**