Arrow Delivers Value – HPE

Learn how Arrow and HPE can help you win big with SimpliVity

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Arrow at a Glance

- **$23.8B**: 2016 sales
- **56 Countries**
- **19,500 Employees**
- **119 Fortune 500**
- **125,000 + customers**
- **Fortune: Most Admired Company in Category**
Why we are Different

- Our people – highest level of experience
- Our partners make more HPE rebates per dollar sold
- Our approach to co-selling (end customer focus)
- Our influence and partnerships
- Our business and channel analytics

We take business personally…
Our Formula for Success…

**The Best Partners**
- Value-added model
- Cultural Fit
- Solutions Oriented

**World Class Suppliers**
- Datacenter Focus
- Leaders in innovation
- Willingness to invest

**Organizational Alignment**
- Position the best talent and skills
- Implement the most effective structure
- Align our investments with the opportunity

**Excellence in Service**
- Add Value at every step
- Innovate and invest
- Measure and adjust
90+ Dedicated HPE Resources

> **Experienced Inside Sales**
  > Technical and Sales Certified
  > White Board and Quote Support (2 to 4 hour SLA)

> **Dedicated Solutions Architects**
  > Server, Storage, Network, OS, ITOM
  > End Customer Engagement

> **Dedicated Field Support**
  > Programs, Analytics, and Planning
  > HPE Channel linkage (and associated OEM’s)

> **Dedicated Product and Program Management**
  > Demand Gen and HPE Program Mapping
  > HPE Partner Program Mapping and Support

It’s all Connected…
Award winning On-boarding and Enablement

- Business & Marketing Plans
- Training Roadmaps
- Supplier Relationships
- MyArrow
- Technical Services

- EMPOWERING GROWTH
- DIFFERENTIATION
- AND PROFITABILITY
Results Matter

> 2016 WW and NA Distributor of the Year

> #1 NA Distributor YoY Growth in 2015 and 2016

> #1 Growth for ISS, Storage, HPN, and TS

> Capturing Net-New Logo’s from the Competition

> #1 in Partners Improving or Maintaining Certification Status

Our Partners Grow Faster…
Best-in-Class Sales and Operational Support

> Average tenure of HPE Inside Sales of 13 years
  > 100% HPE dedicated Assigned Support Teams
  > HPE Technical and Sales Certified – “First call effectiveness”
  > Configuration / Quote SLA of 4 hours or less

> Average tenure of HPE management 24 years
  > Single point escalation process

> Deal Desk – Deal Registration and complex sales support

Support and enablement freeing you to focus on selling…
Maximize HPE Program Profitability

> Certification Management and Reviews
  > Arrow continually hosts certification reviews with partners
> Program Attach (transactional Focus)
> End customer focused process customization
> Solutions Lab and Engineering Support

The right people, process, and programs to win…
At Arrow, we pride ourselves on our experience and knowledge around the HPE product set. Areas where we are frequently asked to provide support include:

> Individual server/storage unit configuration
> Multi-product solutions (either all from HPE or from multiple vendors)
> Competitive configuration conversion
> Detailed technical specifications/questions
> Product features/positioning
> Enablement/Knowledge Transfer (Product Trainings, Tool Training, etc)
> Demonstration Support
Arrow HPE Solutions Lab

The Arrow Solutions Lab supports our Hewlett-Packard Enterprise partners with an environment geared towards supporting the following types of activities:

- System testing and validation
- Hands-on technical training (in person/remote)
- Reseller-hosted customer demonstrations
- Proof-of-design concepts
- Solution development and design
- HPE and industry education programs

- Synergy
- HP Proliant Blade and Rack Servers
- HP 3PAR StoreServ
- HP StoreOnce
- HC380 and CS250
- HPE Networking (Aruba)
- HP Software / OneView
One of the goals of our group is to try to take our engineering skills out from “behind the wall” – and Education/Knowledge transfer is one way to help achieve that goal. Examples of the types of activities in which we frequently engage:

> New product training
> One-on-one or One-on-Many
> Arrow-focused and Reseller-focused
> HPE tool training (SalesBuilder/Watson, Sizing tools, etc)
> Configuration tool issues/workarounds
> Competitive overviews
Arrow – HPE Virtual Specialist

Arrow’s exclusive HPE Virtual Online specialist tool that provides you overview of HPE Servers, Storage, Networking and Services products. www.arrow-hpevs.com Use this resource for competitive information and quick reference guides.
Arrow ECS
SimpliVity Omnistack
on HPE
Arrow and SimpliVity

Arrow collaborated with SimpliVity 4 years ago and became an integrator for SimpliVity, demonstrating how Arrow’s Five Years Out is the tangible future where what’s possible meets what’s practical.
Why Arrow, HPE and SimpliVity?

- Arrow is a long standing partner with both Simplivity and HPE allowing Arrow to enable partners to sell, position and design HPE SimpliVity Solutions.

- Arrow Global Components group stocks and integrates the accelerator card for the benefit of enhanced deduplication, compression and optimization on SimpliVity.

- Arrow developed a process called “MEET IN THE CHANNEL” to facilitate Simplivity software and HPE DL380 integration by Arrow during the HPE / Simplivity introductory order process.
What is “Meet in the Channel”

“Meet in the Channel” is a process developed for integration with Simplivity by Arrow. Initially for Lenovo integration and then transitioned to Arrow HPE DL380 integration. The process includes:

• Single point of contact HPESimpliVity@Arrow.com
• Dedicated team
• Process expertise for both vendors
• Arrow OmniStack Quote and Order Guide, Single invoice, Quote-To-Ship Process for OmniStack+HPE DL380 Solution
• Logistics coordination
The Arrow Advantage

• Arrow represents a significant percent of SimpliVity’s business operations and supply-chain fulfillment on a worldwide basis.

• Arrow is versed in the order, design, and integration of SimpliVity’s product and the support levels required.

• Arrow has been involved with SimpliVity for several years now and has streamlined the integration process for vendor solutions such as Dell, Cisco, Lenovo – and now HPE!

• Arrow has an established a method of stocking in order to turn orders quickly. Orders for HPE DL380 and SimpliVity are invoiced on one invoice.
How Arrow can help
I’ve got an opportunity…now what?

> Engage your Arrow Sales Rep or hpesimplivity@arrow.com

> SVT and HPE partnership

> Arrow will help qualifying the opportunity

> Arrow will engage and assist with technical differentiation, demo’s, TCO analysis and/or competitive positioning

> Arrow will guide the process of quoting, sizing, configuration, validation and pricing
How Arrow can help
Processing your opportunity

- Arrow will assist you with the deal registration process
- Arrow will ensure any and all promotions are applied
- Arrow will ensure the proper services are attached to your deal.
- If a deeper discount is still required, Arrow will assist you with the standard OnePath escalation process
- There are currently three configuration options available and Arrow will combine the configuration and Simplivity into one quote for your customer.
Additional Resources

To inquire about becoming an Arrow Partner go to:  http://ecs.arrow.com/contact-us/reseller/

To engage with Arrow Simplivity specialists email  HPESimpliVity@Arrow.com

To see Arrows HPE Virtual Specialist go to:  www.arrow-hpvs.com
Available Web Based Trainings

HPE Partner Lobby Page for HPE Presales TekTalks
HPE SDCG Presents: SimpliVity Under the Hood
http://www2.ibtalk.net/index.php?cmp=lobby_page&folder=c4ca4238a0b923820dccc509a6f75849b

HPE Partner Learning Center
SimpliVity Sales 101 and 102
https://hpe-external.sabacloud.com/Saba/Web_spf/HPE/local/home

HPE Partner Learning Center
SimpliVity Technical Sales 101 and 102
https://hpe-external.sabacloud.com/Saba/Web_spf/HPE/local/home

Videos
SimpliVity GUI demo
Why SimpliVity – explained in less than 3 minutes
Partner with us…

Arrow ECS wants to be your Enterprise Distributor. Choosing us will:

> Allow you to focus on selling
> Help you achieve your sales goals
> Provide you with ease of doing business with us and HPE
> Advance you in HPE Specialist Designations
> Increase your margin potential
> Give you an experience of exceptional service
Thank You