



Why Arrow for IBM?

True partnership built
on mutual success

ARROW

IBM
Distributor



YOUR INNOVATION PARTNER

In today's rapidly evolving technology landscape, you need a partner that can help you drive continuous innovation and become a market leader. At Arrow, we're proud to be more than just a distributor; we're your **catalyst for growth**.

Innovation is in our DNA. Our passion for innovation bridges the gap between what's possible and the practical technologies to make it happen.

When you partner with forward-thinking people who understand what it takes to drive continuous innovation, evaluate technology, build solutions, and take them to market, **you can achieve so much more.**

With an *"innovation sherpa"* by your side, you don't have to worry about staying ahead of the curve in a competitive market – **we do all the groundwork and heavy lifting for you, removing any obstacles or complexities along the way.**

A PARTNER-FOCUSED APPROACH

We believe in a collaborative approach that centres around understanding your business and assessing what training and support are needed so you can choose the best pathway with IBM and focus on what's right for you.

We work across the entire IBM portfolio and can help you select the right technologies to sell today while continuously working with you to find potential new opportunities to expand your capabilities.

Working as an extension of your team, we help you maximise what you already have and provide you with all the tools, resources, specialist training, and expert advice you need so you can start growing a profitable business and achieving your business objectives.

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A PARTNER-FOCUSED APPROACH



*Your journey is our journey.
It's that simple*



When you choose to partner with us, you gain access to a passionate and dedicated team of highly trained, motivated professionals with years of industry expertise who can help you not just meet targets but exceed them.

As a **long-standing IBM distributor** with deep vendor process expertise, we are ideally positioned to help you:



**Build and sell more
high-value solutions**



**Uncover profitable upsell
and co-sell opportunities**



**Achieve strong,
sustainable growth**



UNLOCK NEW OPPORTUNITIES IN THE ERA OF AI

Across industries, the exponential growth of technologies like hybrid cloud, data and analytics, AI, and IoT is **reshaping how businesses operate and increasing customer expectations.**

As a **recognised leader in IT distribution** with deep industry expertise and an extensive global line card of technology suppliers, we can help you simplify and navigate IBM's complex portfolio so you can start developing your own AI-infused, multi-vendor solutions and secure your share of the **huge hybrid cloud and AI market opportunity.**

WHY ARROW IS THE BEST CHOICE FOR YOUR DISTRIBUTION NEEDS

Choosing the right distributor can be a daunting task. With so many vendors and technologies to choose from, it can be overwhelming and time-consuming to manage multiple relationships. **This is where Arrow can help.**

With our industry know-how and unmatched access to technology, **Arrow is your one-stop shop for all your distribution needs** – from business development to technology to procurement.

And as your leading distributor, we can help build your capabilities and adapt the vendor mix at a pace that supports your growth and brings greater operational efficiencies and cost savings to your business.

CONSOLIDATION AND SIMPLIFICATION FOR LARGE COMPANIES

For larger companies, the burden of dealing with potentially hundreds of vendors can be a major obstacle. **This is where Arrow's unique line card comes in.** Our comprehensive line-up of technology solutions allows us to provide **consolidation and simplification** for our larger partners.

This means you can focus on the core elements of your business.



EMPOWERING SMBS TO CUT THROUGH COMPLEXITIES

For **small and medium-sized businesses**, partnering with Arrow means gaining access to our expertise and technology solutions.

As your business grows and your technology needs become more complex, having a partner who can **provide multiple solutions and vendors is essential**. With Arrow, you can build bundles and meet the requirements of your end users with ease.

YOUR GLOBAL IT TRAINING PROVIDER

Our vendor teams deliver **tried-and-tested sales and technical enablement** to help your teams get certified so you can become the go-to IBM experts your customers need.



*Arrow is one of the **Top 20 Global IT Training Providers***

You can access our **unique hands-on labs and testing environments**, where you'll have the opportunity to explore and test IBM technology, with the option to invite your clients along so they can see the solution in action.

We also run **regular courses and workshops** on topics like:

- **Cybersecurity**
- **DevOps**
- **Kubernetes**
- **AI**
- **Big Data**

To further your training journey, you can also join our digital courses from IBM through our cloud delivery and management platform, **ArrowSphere**.

CHOOSING YOUR DISTRIBUTOR

At Arrow, we believe that **partnership is more than just a business transaction.**

It's about building a **long-term relationship** based on **trust, support, and mutual growth.**

If you're new to IBM partnership, having an experienced IBM distributor by your side can **make all the difference in getting the most out of your IBM journey.**

If you're interested in becoming an IBM partner and would like to learn more, **please consider reaching out to us first.**

PARTNER ONBOARDING

Our comprehensive onboarding plan provides a solid foundation for new partners to succeed with IBM.

Our **30-, 60- and 90-day plans** cover the basics on:

- Sales and technical enablement
- Access to training for online tools and resources
- Building an IBM go-to-market
- Learning the IBM value proposition
- Understanding key messaging
- And more...

Throughout this process, your **Arrow Channel Manager** will be there by your side to **fully support you every step of the way.**





NEXT STEPS

If you're interested in learning more about the many advantages of partnering with Arrow to support your IBM journey, please get in touch.

Arrow Electronics guides innovation forward for over 210,000 leading technology manufacturers and service providers. With 2022 sales of \$37 billion, we help develop technology solutions that improve business and daily life.

Our broad portfolio spans the entire technology landscape and helps customers create, make, and manage forward-thinking products that make the benefits of technology accessible to as many people as possible.

Learn more at fiveyearsout.com



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