

## **Arrow Electronics named CONTEXT ChannelWatch Best Value-Added Distributor for Europe 2023**

**Paris, 17 October, 2023** -- Arrow Electronics has been named Best Value-Added Distributor for Europe in the CONTEXT ChannelWatch Distributor of the Year Awards 2023.

CONTEXT ChannelWatch is one of the world's largest online IT reseller surveys. With over 9,000 participating resellers, it delivers critical insight into the purchasing intentions and decisions of the channel community alongside key business issues and industry trends.

As part of the survey, resellers in each country nominate distributors they work with for CONTEXT's ChannelWatch Distributor of the Year Awards. Against a backdrop of continuous market change, resellers were asked to rate their distributors on a wide range of key service areas.

Eric Nowak, president of Arrow's enterprise computing solutions business in EMEA and ANZ, said, "Arrow takes pride in developing value-added solutions and services that create operational efficiencies and help maximise profit for our customers. We were the first distributor in Europe to launch a cloud marketplace, and we recently launched a managed services portfolio to support channel partners throughout the entire IT lifecycle, addressing challenges like scarcity of specialised skills, the costs associated with building a managed services platform, and maintaining cashflow while helping ensure a return on investment."

Howard Davies, CONTEXT CEO and co-founder, said, "We congratulate Arrow for winning the CONTEXT ChannelWatch Best Value-Added Distributor award. The expertise, support and strategic vision first-class VADs offer is vital to driving channel success—especially for complex, multi-vendor solutions. We commend Arrow for the recognition it has received from its resellers."

In the coming weeks, CONTEXT will be publishing important insights from the ChannelWatch survey, highlighting market trends in the IT distribution channel and driving greater understanding of reseller relationships with both distributors and vendors alike.

### **About Arrow Electronics**

Arrow Electronics guides innovation forward for over 210,000 leading technology manufacturers and service providers. With 2022 sales of \$37 billion, Arrow develops technology solutions that help improve business and daily life. Learn more at [fiveyearsout.com](https://fiveyearsout.com).