

# IBM Accelerator Experience Guide

Turning innovation into  
real-world solutions

ARROW

IBM  
Distributor



# Arrow experience centers

## Turning innovation into real-world solutions

Artificial intelligence is transforming how organisations operate — from automation and predictive analytics to data-driven decision making. And turning AI potential into practical business solutions requires experimentation, expertise and the right environment to develop ideas.

Arrow experience centers provide channel partners with the space, resources and technical expertise needed to explore IBM technologies and bring new solutions to life.

Through hands-on collaboration, proof-of-concept development and technical guidance, the centers help channel partners accelerate innovation and move from concept to customer-ready solutions faster.



# What are Arrow experience centers?

Arrow experience centers are a collaborative innovation environment where channel partners can explore, test and develop solutions using IBM technologies.

## It enables partners to:



Experiment  
with emerging  
technologies  
in a controlled  
environment



Build and validate  
proof-of-concepts  
for customer use  
cases



Explore new  
opportunities  
around AI,  
automation  
and data



Accelerate  
solution  
development  
with expert  
support

By providing access to technical expertise and practical resources, the center helps channel partners transform ideas into scalable solutions.

# From experimentation to implementation

Many organisations recognise the potential of AI and struggle to identify the right starting point. Channel partners play a critical role in bridging this gap — translating technology into solutions that solve real business challenges.

Arrow experience centers help channel partners develop that capability. Within the lab environment, partners can test use cases, validate architectures and refine solution approaches before presenting them to customers. This process reduces risk and ensures solutions are designed with real-world applications in mind.

The result is greater confidence when engaging with customers and a faster path from innovation to implementation.



## How IBM partners benefit

Channel partners working with the Arrow experience centers gain access to a range of resources designed to support solution development and innovation.



## Technical expertise

Work alongside Arrow specialists with deep experience in IBM technologies, AI platforms and hybrid cloud environments.



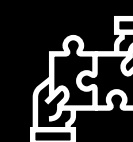
## Hands-on development

Build and test proof-of-concepts to validate use cases and demonstrate value to customers.



## Solution acceleration

Shorten development cycles and bring new ideas to market faster.



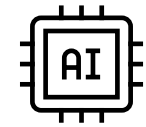
## Customer engagement support

Use lab environments to demonstrate capabilities and strengthen customer conversations.

# Areas of innovation

The Arrow experience centers support solution development across a range of IBM technologies and innovation areas, allowing partners to explore how these solutions can address real business challenges.

## These areas include:



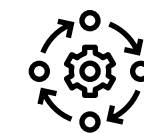
### Artificial intelligence and machine learning

Develop and test AI-driven solutions using IBM platforms such as watsonx to support automation, predictive analytics and data-driven decision-making.



### Data and analytics

Explore how IBM data platforms enable organisations to manage, analyse and unlock the value of their data to support business insights and innovation.



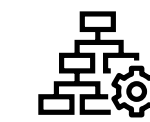
### Automation

Design solutions that streamline business processes, reduce operational complexity and improve efficiency through intelligent automation.



### Hybrid cloud and infrastructure

Develop solutions that support modern application environments and hybrid cloud architectures.



### IBM Fusion infrastructure

Explore IBM Fusion as a platform designed to simplify containerised application environments. Channel partners can evaluate how the solution combines enterprise storage, compute and Kubernetes-based orchestration to support modern workloads, including AI and data-intensive applications.

Through the lab environment, channel partners can explore how these technologies work together to create scalable solutions tailored to customer needs.

# Collaborate. Innovate. Accelerate.

The Arrow experience centers are designed to help channel partners move beyond experimentation and start building real solutions.

By combining IBM technology with Arrow expertise, channel partners can develop new capabilities, strengthen their solution offerings and gain new business opportunities.

## Start building your next solution

The Arrow experience centers provide the environment, expertise and support channel partners need to turn innovation into real customer value.

Discover how Arrow experience centers can support your next solution.

[Contact us](#)

