

Arrow's Sales Activation Guide for IBM

Accelerating IBM
partner growth

ARROW

IBM
Distributor



Accelerating IBM partner growth

IBM technologies are transforming how organisations operate — from AI and automation to data and hybrid cloud infrastructure.

For channel partners, this creates significant opportunity. Turning technology innovation into real business growth requires the right expertise, support and go-to-market strategy. That's where Arrow comes in.

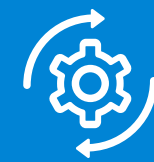
Arrow can help channel partners build capabilities, develop solutions and scale their IBM business with confidence. Through three specific stages of enablement, technical support and marketing activation, Arrow helps partners move from opportunity to revenue faster



The opportunity for channel partners

Demand for AI, automation and data-driven solutions continues to grow across industries. Organizations are looking for partners who can help them adopt new technologies and turn them into practical business outcomes.

IBM provides a powerful portfolio of solutions across:



Data and AI

watsonx (inc. Bob,
Orchestrate, ai,
data/Gov)



Automation

Terraform , Verify, Instana,
Maximo, con, cert,
kubecost, Cloudability,
Vault, webMethods,
Turbonomics



Hybrid cloud and infrastructure

Power VS, Storage, Fusion,
Flash system, TLS Services,
LinuxONE



Security and sustainability

Verify, Guardium Suite,
Maximo MAS

With Arrow's support, IBM partners can build the expertise and go-to-market strategies needed to capture these opportunities and deliver real value for customers.

Build your IBM business at your pace

Arrow provides a structured three stage path for channel partners to develop and grow their IBM business.



Discover

Build knowledge and technical competencies through expert-led training, workshops and enablement programs.



Develop

Create practical solutions and customer-ready offerings through labs, proof-of-concepts and technical collaboration.



Scale

Accelerate growth with demand generation, go-to-market support and strategic engagement with IBM and Arrow teams.

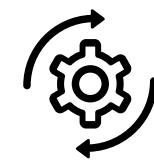
These stages help channel partners move from capability development to real pipeline generation and business growth.



How Arrow supports channel partners

Arrow acts as an extension of the IBM ecosystem, helping partners accelerate every stage of the sales journey.

Channel partners benefit from:



Technical enablement

Training, certifications and expert guidance to build IBM solution competencies.



Solution development support

Access to Arrow's experience centers and technical specialists to develop and validate use cases.



Go-to-market programs

Marketing campaigns, demand generation initiatives and partner activation programs.



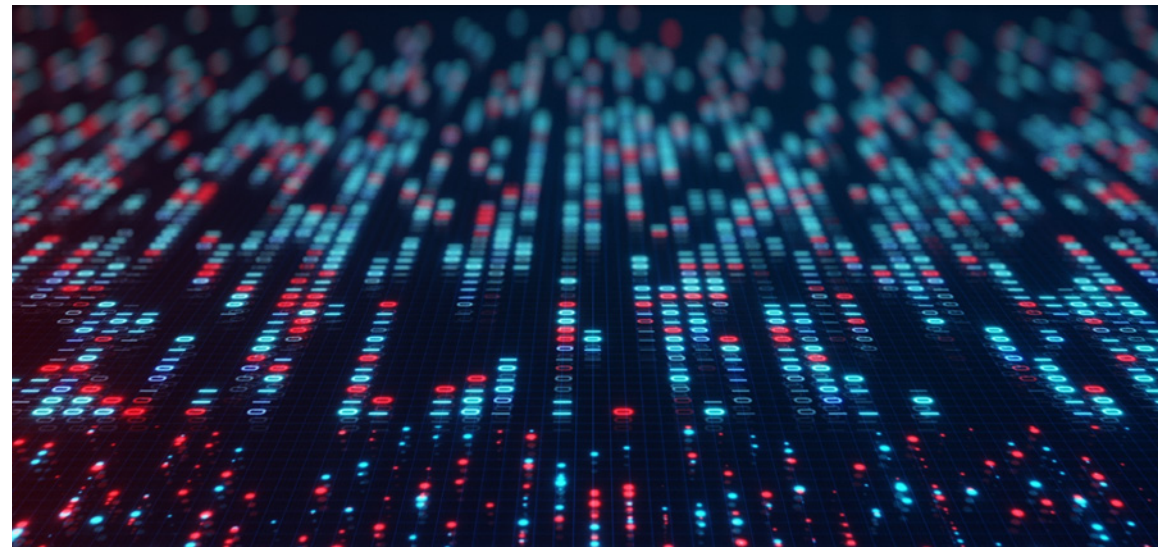
Sales and deal support

Pre-sales design, deal configuration, financing options and post-sales services.

Select territory opportunities

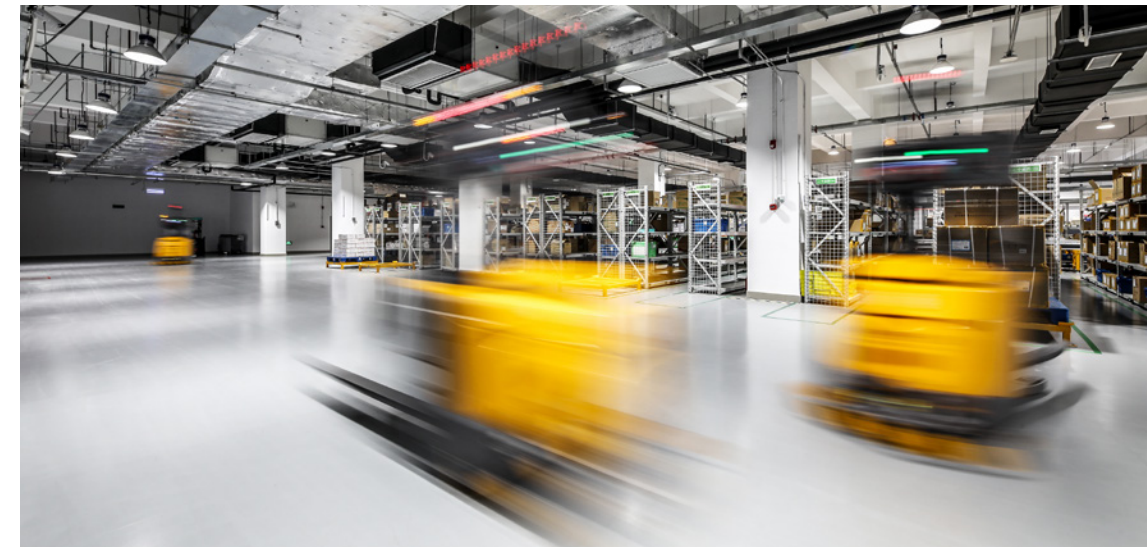
To help channel partners focus their efforts, Arrow and IBM can highlight key high-demand solution areas where partners can develop services and grow revenue.

These include:



Data

Helping organisations manage and unlock value from their data.



Automation

Streamlining business processes and improving operational efficiency.



Infrastructure

Supporting resilient hybrid cloud environments and modern applications.

Channel partners who build expertise in these areas can develop differentiated offerings and strengthen long-term customer relationships.

How Arrow activates IBM partners

Across 18 countries in EMEA, Arrow regional teams work closely with IBM and local partners to help build capabilities, develop solutions and generate new opportunities around IBM technologies.

By combining local market knowledge with Arrow's technical expertise and enablement programs, regional teams support partners throughout their growth journey.

Regional activation typically includes:



Partner onboarding and business planning

Assess partner capabilities, identify priority opportunities and align IBM technologies with partner growth strategies.



Technical enablement and training

Provide workshops, certifications and hands-on learning to help partners build expertise across IBM solutions.



Solution development support

Help partners identify use cases, develop proof-of-concepts and validate customer-ready solutions with technical specialists.



Go-to-market activation

Support partners with marketing campaigns, customer events and demand generation initiatives designed to build pipeline.



Sales and deal progression

Assist with solution design, deal structuring and engagement with IBM teams to help partners convert opportunities into revenue.

Through this collaborative approach, Arrow regional teams help channel partners strengthen their IBM capabilities, accelerate pipeline development and grow their business across the IBM ecosystem.

Key partner conversation starters

Sales teams can use these discussion points when engaging partners:

- How are you currently building your IBM practice?
- Are you exploring opportunities around AI, automation or data?
- What support would help you accelerate your IBM go-to-market strategy?
- Would hands-on labs or technical enablement help your teams develop solutions faster?
- Are you interested in developing services around IBM Select Territory solutions?

These questions help uncover channel partner priorities and identify opportunities for Arrow support.



Getting started

Take the next step in your IBM journey — whether you are just getting started or ready to scale your existing business.

Begin by:

- Joining enablement sessions and technical workshops
- Exploring IBM solution opportunities
- Developing use cases through Arrow's experience centers
- Building go-to-market strategies with Arrow and IBM experts

Grow your IBM business with Arrow

Arrow combines deep IBM expertise, partner enablement and technical resources to help partners accelerate growth and unlock new opportunities.

Together with IBM, Arrow provides the tools, support and ecosystem needed to turn innovation into real business outcomes.

