

Cloud

The cloud promises innovation, but it's still taking shape—still blurry at the edges.

In a field that's not yet defined, it's difficult to determine what model to adapt, which resources you need at hand or where to stake your claim in the demand supply chain.



Five Years Out

That's why you need a partner like Arrow. We're an aggregator. An enabler. An ecosystem builder.

We anticipate market momentum, technology demands and adoption patterns. Then we facilitate new business models, bringing together the right people, tools and resources for dynamic transformation.

We serve as your business ally, defining a piece of the cloud that's focused and specific, tied closely to what you do and how you do it, and designed to fit the needs of your particular set of customers.

We understand how to balance the latest technology with the practicalities of existing resources and budgets.

If you're looking for the shortest distance between innovation and reality, you'll find it with Arrow. Let us help you craft a place in the cloud that's relevant, innovative, profitable and Five Years Out. Today.

Finding Clarity in the Cloud

Users today expect secure access to their data—anytime, anywhere, through any device. The cloud delivers freedom, mobility and accessibility, but you and your customers both know it's not a complication-free solution.

Legacy issues. Integration. Scalability. Security. Resilience. These are just some of the concerns businesses will have to grapple with before they can leverage the cloud. As a solutions provider and a problem solver, you need to be ready to face these challenges. Now.

Acceptance of cloud services is accelerating, and the shift in the landscape is undeniable. If you're not on board, you're in danger of getting left behind.

So how do you catch up and keep up with the promise of the cloud? Partner with a leader who knows the cloud inside and out: Arrow.

At every stage of the cloud revolution, we've invested in pivotal relationships and advanced technologies and infrastructure. And those investments have given us a lasting competitive edge—one we're happy to share with you.

We provide consultation, design, hardware/software, support services and financing to promote a private cloud environment, enabling you to deliver a customized infrastructure to your customers. We can also help you make business decisions that incorporate the benefits of the public cloud.

Whether you are a reseller transitioning to cloud, an ISV converting your software to SaaS, or a full-blown "in the cloud" managed service provider, Arrow understands your business model. Trust us to help you manage the cloud's complexities, and you can evolve your business to fit the ever changing, opportunity-rich cloud landscape. Seamlessly.



An Evolving Business Model

It's true. Offering cloud services may mean redefining your business model.

In the future, your value proposition may become the continuous services you supply, rather than a one-time stack transaction. Instead of building on-site data centers, your efforts may focus on managing remote solutions that are nimble enough to keep up with availability, storage, security and compliance demands.

Change can be difficult, but regardless of its challenges, the cloud represents undeniable business potential for solutions providers like you.

As you transition from up-front transactions to a recurring services model, you'll find an upside. Your role as a trusted advisor for long-term solutions will position you to become more deeply embedded in your customers' business processes, reinforcing relationships in ways that one-time transactions never could.

Let Arrow help you navigate the interval between positive change and complex disruption—and ensure you take full advantage of the cloud opportunity.

Challenges and Opportunities for Cloud Adoption



Seizing the Cloud Opportunity

Wherever you are in the trending transition from physical stacks to virtualized solutions, Arrow can underpin your value proposition today—and empower you as you adapt and grow, so you remain relevant as cloud offerings evolve.

Make us your enabler, provider and distributor, and we'll help adapt your unique business model to drive cloud migrations at a comfortable pace for you and your customers.

We can advise on the selection of private, public or combined cloud. In addition, we can offer new ways to showcase your brand. Whatever your needs, Arrow's scale and scope make us uniquely capable of delivering customizable, reliable solutions.

As your partner, we'll provide everything you need to offer the cloud with confidence:

- > Fundamental elements, including data storage, servers, enterprise software, network, security, unified communications and virtualization
- > Industry leading toolsets to foster confidence and agility to the channel and customers
- > Strong business alliances with the world's leading IT vendors for innovative solutions
- > A whole business service model, from initial consultation, planning and design, through engineering build to implementation
- > White-labeled services to create brand awareness while reinforcing your customer relationships
- > Sales, marketing and business-building support, including go-to-market plans
- > Administration services, including integrated billing, metering and management of contracts with multiple service providers

Overcoming Barriers to Cloud Adoption

The transition to cloud requires a perspective shift. Even if you're certain that the cloud is the right solution for your customers, they may need some help arriving at the same conclusion.

They'll have questions about the cloud. We'll have answers for you, along with the confidence that comes with our name. Fortune Magazine has recognized us as one of "The World's Most Admired Companies" year over year for more than a decade.

Here are some other reasons you and your customers can feel comfortable with our cloud offerings:

FOCUS ON ACCESSIBILITY

The convenience of what they want, when they want it, across every device is your customer's end goal. Start by helping them see that the physical location of the data does not matter as much as their seamless, secure and compliant access to it.

SERVICE SELECTION

The cloud is not a one-size-fits-all solution. Your customers can choose from private cloud, where all components are 100% dedicated to their business; public cloud, where different entities share a platform and experience the benefits of economies of scale; or a combination of the two, where data is divided across both public and private cloud, depending upon the relative sensitivity of the information involved.

RESILIENCY AND RELIABILITY

Customers concerned about resiliency will be reassured by Arrow's baseline architecture, which is built to be geo-redundant. We actively monitor, support and optimize the cloud, ensuring its reliability and availability.

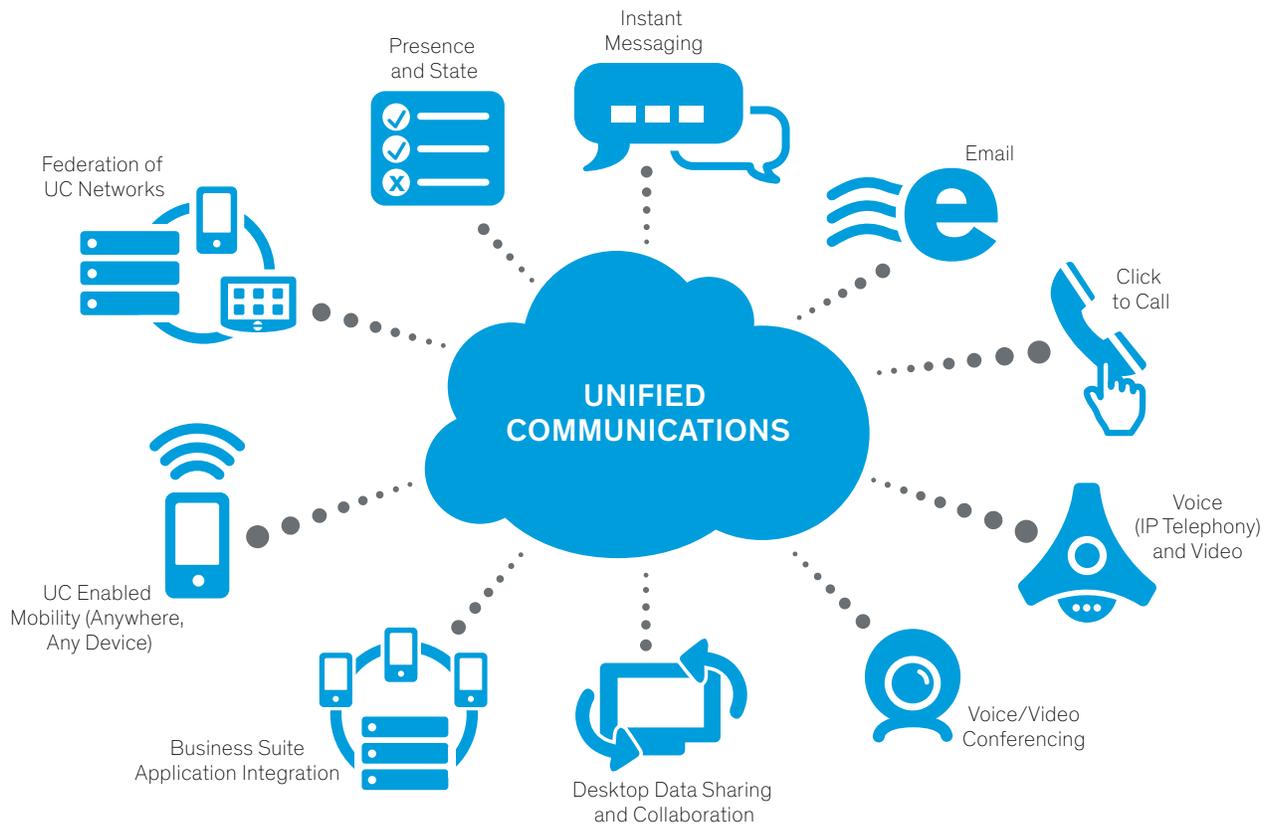
ELASTICITY

We understand the need for flexibility in the cloud and how to build this in. Our services and solutions are designed to allow for scalable and automated capacity and to absorb seasonal—or even daily—fluctuations of demand.

SECURITY AND COMPLIANCE

Our measures in this area are second-to-none. We ensure sensitive, confidential, regulated and legally protected data cannot be accessed or corrupted. And we provide secure access for all devices in concert with customers' specific requirements.

For many clients, a combination of public and private cloud will strike the perfect balance, meeting performance, availability and budget needs.



Unified Communications

One of our most unique offerings is the ability to design cloud-based unified communications solutions. These complex architectures optimize business processes, enhance human communications, reduce latency, manage workflows, and eliminate device and media dependencies by integrating key information from all human and device communications.

Built on a highly resilient and scalable industry-leading infrastructure, and leveraging the benefits of a subscriber-based technology cost model over a capital intensive ownership model, these solutions can be white-labeled and tailored to your customers' needs.

Our solutions deliver on the promise of true collaboration with cohesive modality integration across presence, email, IM, voice, video, multi-media conferencing, desktop sharing, application integration, and mobility, allowing resources to focus on strategic initiatives rather than day-to-day, on-premise tactical support.

Enterprise Solutions

A select number of larger enterprise customers use Arrow as their direct source for cloud solutions. For these customers, we provide full customization to meet specific needs for scalability, security, compliance and more. In some cases, we may also create unified communications systems tailored to unique business requirements and legacy infrastructures.

ArrowSphere: The innovative, multi-tier Cloud Services marketplace

Engineered to simplify connections, ArrowSphere is a new way we're delivering on the promise of the cloud.

ArrowSphere is an innovative platform designed to serve a broad spectrum of Arrow partners.

Leading vendors can showcase a variety of cloud services available for bundling and reselling.

Solutions providers can leverage these offerings to create customized, best-of-breed cloud solutions to brand, sell and manage in a professional, secure and easy-to-use environment.

Business users can view a variety of service combinations and select the best fit for their needs from their preferred reseller's online store.

Like us, our partners in this venture are trusted cloud leaders and innovators.

BLUE COAT

CITRIX

colt
smarter / faster / further

EMC²

ex¹⁰

IBM

interoute
from the ground to the cloud

McAfee
An Intel Company

MITEL

mozy

NetApp

NTT Communications

OpSource
A DIMENSION DATA COMPANY

Symantec

Symplified

TREND MICRO

vmware

websense
ESSENTIAL INFORMATION PROTECTION

Business Benefits for Cloud Solutions Providers

Whether you are already active or are new to this emerging field, ArrowSphere's comprehensive platform is unparalleled, providing commercially robust, ready-to-sell services, a branded webstore, or the option to connect to an existing online shop and gain seamless entry into the fast-growing cloud services market with minimal up-front investment.

BE PART OF THE CLOUD ECOSYSTEM

Our unique portfolio of best-of-breed cloud services enables you to quickly and efficiently offer cloud solutions that meet customers' business needs without having to invest the time and money needed to create your own platform.

MINIMIZE INVESTMENT WHILE MAXIMIZING SPEED TO MARKET

Our collection of ArrowSphere accredited service providers makes it possible to assemble a customized catalogue of reliable, cloud-ready services, so you can complement your current portfolio with new offerings, cross-sell, develop new markets and better support your customers' needs.

MANAGE RECURRING SERVICE REVENUE

Our comprehensive subscription management engine effectively processes renewals, price changes and promotions. Billing, metering, services management, branding, contracts and SLAs—put simply, our platform makes it easy to do business.

ATTRACT NEW CUSTOMERS

Leverage the ArrowSphere cloud services portfolio to attract new customers. You can add new capabilities to the offerings on your existing online shop or set up a white-label webstore through our platform.

GROW YOUR BUSINESS WITH EXISTING CUSTOMERS

Enable end customers to consider new capabilities, provision new services, and increase or decrease their usage levels in real time as their business needs change.

Why Arrow?

As your partner in forward thinking, we believe it's our responsibility to contribute to your success, not just project by project, but over the lifetime of our professional relationship. That's why we bring elements like these to the table.

WORLD-CLASS RELATIONSHIPS

Leverage the best solutions from leading component and service providers. We're already working with these partners to fulfill your needs for the future.

GLOBAL CAPABILITIES

Make Arrow your single source and experience efficiencies of scale that benefit your business. For example, MyArrow™, our real-time, self-service tool, allows you to access the information you need when you need it, so you can make single point decisions that maintain business momentum worldwide.



HOLISTIC VISION FROM A TRUSTED ADVISOR

See what's around the corner for cloud. We know how the future is evolving, and we're ready to help you adapt your offering. Rely on us as to ensure your business model continuously becomes more relevant, profitable and sustainable. Our insights into data center, unified communications, mobility and intelligent systems have the potential to inform an even more complete solution for your customers.

TECHNICAL SUPPORT AND INDUSTRY INSIGHT

Access the latest industry trend information to evaluate opportunities and make informed decisions. Our experienced engineers are ready to help you offer a complete solution or get an existing one to the next level of performance.

BUSINESS DEVELOPMENT AND MARKET CREATION

Make the most of your marketing, business development planning and new business generation efforts. Arrow has always helped our partners create routes to market and lead generation programs. We'll work right alongside you, offering business tools and marketing expertise designed to help you maximize opportunities and boost our shared business revenues.

PARTNER FINANCING

Bring your business vision to life. Flexible capacity and pay-as-you-go cloud services require new and imaginative financing models. We understand that, as a cloud service provider, you will need to invest in advance of your revenue return and be able to deploy additional infrastructure quickly as demand grows. Arrow has created a range of financial solutions designed to facilitate these new and challenging business models and ease the pressure on your cash flow while supporting you in building your business.

Are You Five Years Out?

Most people live in the present. The world of now. But a handful of us work in a unique world that doesn't quite exist yet—the world of Five Years Out.

Five Years Out is the tangible future. And the people who live and work there know that new technologies, new materials, new ideas and new electronics will make life not only different, but better. Not just cheaper, but smarter. Not just easier, but more inspired.

Five Years Out is an exciting place to be. So exciting that, once you've been there, it's hard to get excited about the present. Because we know what's coming is going to be so much better.

Five Years Out is a community of builders, designers, engineers and imaginers who navigate the path between possibility and practicality. Creating the future of everything from cars to coffeemakers.

Are you one of them? Then you're probably working with us.



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