ARROW | Data Center

The data center. Few people ever see it, but precious little of consequence happens without passing through it.

It is the core of the infrastructure. The foundation of the cloud. The architecture that supports the network, telephony and the world's increasingly mobile workforce.

Five Years Out

Data Centers enable the success of all, but building one is not for the faint of heart. Only a few have what it takes to manage continuous growth, balance legacy systems and position data centers to make the most of evolving opportunities.

At Arrow, we've long been planning for today's innovations. In fact, we're already prepared for the advances of years to come.

You see, we think Five Years Out. Which means we're well positioned to help solutions providers like you stay ahead of technologies, anticipate business model shifts, and create relevant, future-proof data centers.

The way data centers are built today will have longstanding ramifications for users and organizations. We understand what works—and how to ensure it will keep working.

We've mastered the possible. Married it to the practical. And blended in an exacting measure of untapped potential. Simply put, our command of the data center is extraordinary. And it's yours to put to use.

Ready to get started? Just meet us at Five Years Out.

Data Center

The Great Evolution

The data center is at the heart of a massive evolution in the way IT is and will be delivered. Your customers will be looking to you, their solutions provider, for guidance and advice. Never before has data center design and planning been more important to accommodate the opportunities and challenges of the modern IT environment.

Consolidation, virtualization, cloud, big data and mobility are all huge emerging trends, each placing unique demands on the Data Center. These trends are exacerbated by huge organizational pressures and operational risks. Massive growth in data, login storms, system performance demands and heavy application usage challenge data center resiliency. The cloud promises to make storage more manageable for businesses, but it raises fresh security concerns as well.

Meanwhile, at the user level, expectations for access anywhere, any time, on any device continue to grow exponentially. They want a seamless flow of business-critical information. They want it compliant. And they want it yesterday.

These rising demands are at your doorstep, along with the pressure of tightening budgets. If you don't want to get left behind, you have little choice but to adopt new offerings and uncover new ways to be profitable.

At Arrow, we understand what you're facing. In fact, we're facing it with you. Partner with us, and you'll get access to proven, best-in-class technology that satisfies your customers' needs for efficient, affordable, future-proof solutions.

Our end-to-end IT infrastructure solutions incorporate data storage, servers, enterprise software, network, security, unified communications, virtualization and more. We'll put an impressive portfolio of professional services and IT training at your command, along with a wealth of resources designed to support your customers in improving manageability, efficiency and simplicity.

Whether your customers are grounded in a traditional data center or already leveraging the shared cloud, we have answers that will keep you relevant through the data center's ongoing evolution.

Data Centers Designed for Modern Business

Over our 25 years in the IT industry, we've built powerful business alliances with the world's leading vendors. From initial consultation, planning and design—and through engineering build to implementation—we'll work with you to craft effective data center solutions that fit your customers' needs.

DATA CENTER CONVERGENCE

Your customers face a proliferation of data devices—an ever-expanding array of servers, storage and networking systems. They look to you for ways to increase performance and reduce required maintenance. They look to you to prepare for the future. They look to you for the best return on their investments.

As the data center authority, we can help you incorporate the end point and the network to create a more complete data center strategy for your clients.

Draw on our expertise as you guide customers through the integration and automation of computing, networking and storage. Whether the next step is consolidation into a single stack or a transition to a fully virtualized architecture, our tools, educational materials, products and support can smooth the path to improved manageability.

VIRTUALIZATION

For customers looking to make the most efficient use of resources, virtualization is a standout solution. They'll dramatically reduce their number of physical servers, improve utilization and control, experience secure and continuous business operations, and enable the consolidation of IT resources through a single, easy-to-deploy interface.

We can assist in the process, with experts to identify the best solutions, a range of vendor technology, security to protect your customer's virtualized environment, back up and data protection, and planning and analytics to smooth the transition.

Integrate Resources
Improve Application Availability
Reduce Costs
Improve Performance
Reduce Complexity

DATA CENTER CONVERGENCE

SECURITY

Security is a critical component of any data center solution. Our approach provides comprehensive corporate governance and compliance strategy across four areas:

> Security for the desktop and endpoint

> Security for the network

> Security for the data center

> Compliance for the infrastructure

Meeting established needs

The stack that makes the basic data center includes:

> Storage

> Network

> Compute

> Applications

Ongoing considerations

Every layer of the data center requires:

> Security

> Automation and management

Future-focused solutions

The ultimate solution includes:

> The intelligent data center/hybrid integration

> Intelligent blend of traditional, private and public cloud

> Unified Communications

Put our vision, experience and commitment to your continued growth to work for your business today.

Building the Perfect Data Center

Create an efficient, effective and secure solution for your customers—one that fits their needs for compliance and leverages on-site stacks and private, public and combined cloud technology as needed.

INFRASTRUCTURE

An agile, well run data center and IT infrastructure is central to successful IT delivery, but with budgets under constant review, managers are constrained to make existing resources work harder. Spiraling volumes of business critical data, resource hungry applications and higher user expectations add to the pressure.
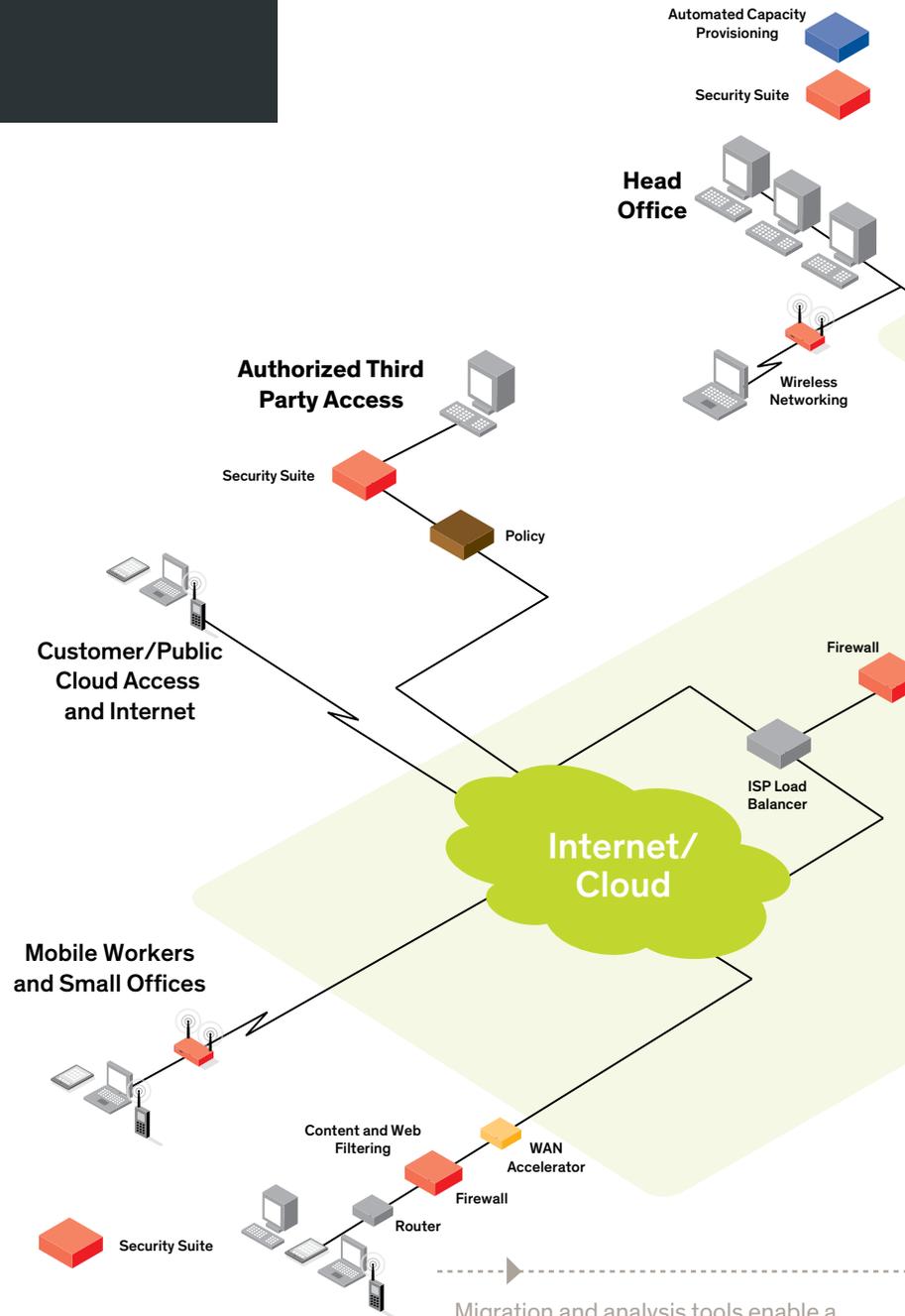
SECURITY

The world is moving towards data center-centric and cloud computing, and this trend is changing the way that IT infrastructures are deployed. While the benefits of this technology transition are well understood, it introduces a whole host of new risks and security considerations.
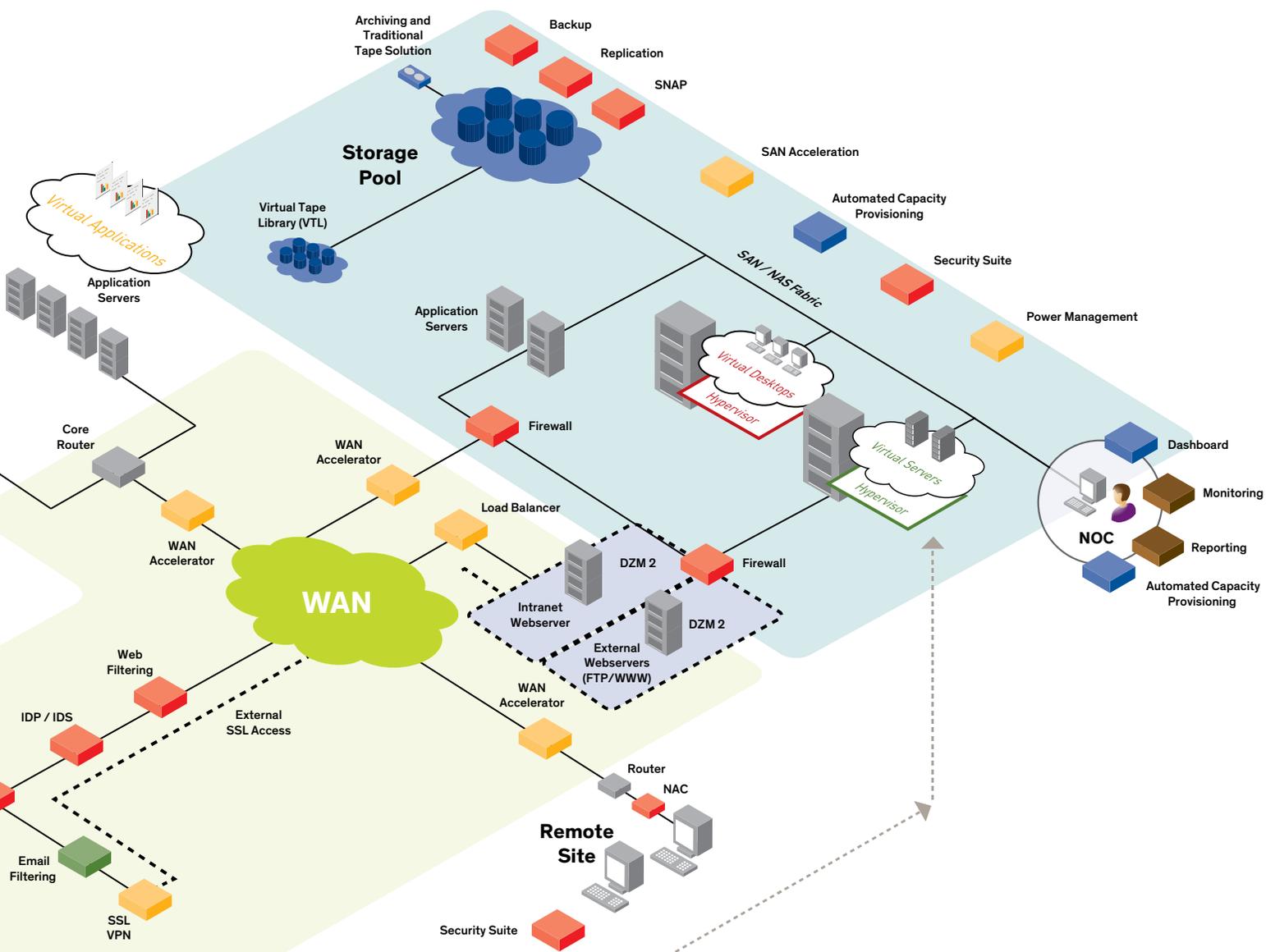
VIRTUALIZATION

Virtualization can be implemented across the IT infrastructure. The underlying objective is to improve utilization and control by moving duplicated and difficult-to-manage resources from remote sites onto shared platforms in the data center.

COMPLIANCE

Corporate governance and risk management is now a major consideration in network security planning.

Automated Capacity Provisioning

Security Suite

Head Office

Wireless Networking

Authorized Third Party Access

Security Suite

Policy

Customer/Public Cloud Access and Internet

Firewall

ISP Load Balancer

Internet/ Cloud

Mobile Workers and Small Offices

Content and Web Filtering

WAN Accelerator

Firewall

Router

Security Suite

Migration and analysis tools enable a smooth transition from a physical to a vitualized environment.

KEY TECHNOLOGIES

Manage
> Centralized Management Suite
> Dashboard Management
> Power Control and Reporting
> Automated Capacity and
  Provisioning

Performance and Infrastructure
> Load Balancing
> WAN Acceleration

Data and Application Security
> Encryption
> Data Loss Prevention (DLP)
> Application Control
> Alerts

Content Security
> Email Filtering
> Web Filtering

Infrastructure Management

As the concept of cloud computing becomes a reality and in-house IT workforces diminish, organizations are moving towards centralized, consolidated and automated IT infrastructures. A range of solutions collectively described as Data Center Infrastructure Management (DCIM) has emerged to support this model.

At Arrow, we understand the developing options for DCIM. Trust us to advise you as you help your customers leverage these solutions to fit their data centers to their purposes. We can ensure infrastructures are managed, optimized, protected and fully compliant—from endpoint to data center.

Leverage our expertise to make certain all aspects of your customers' infrastructures are managed, optimized, protected and fully compliant.
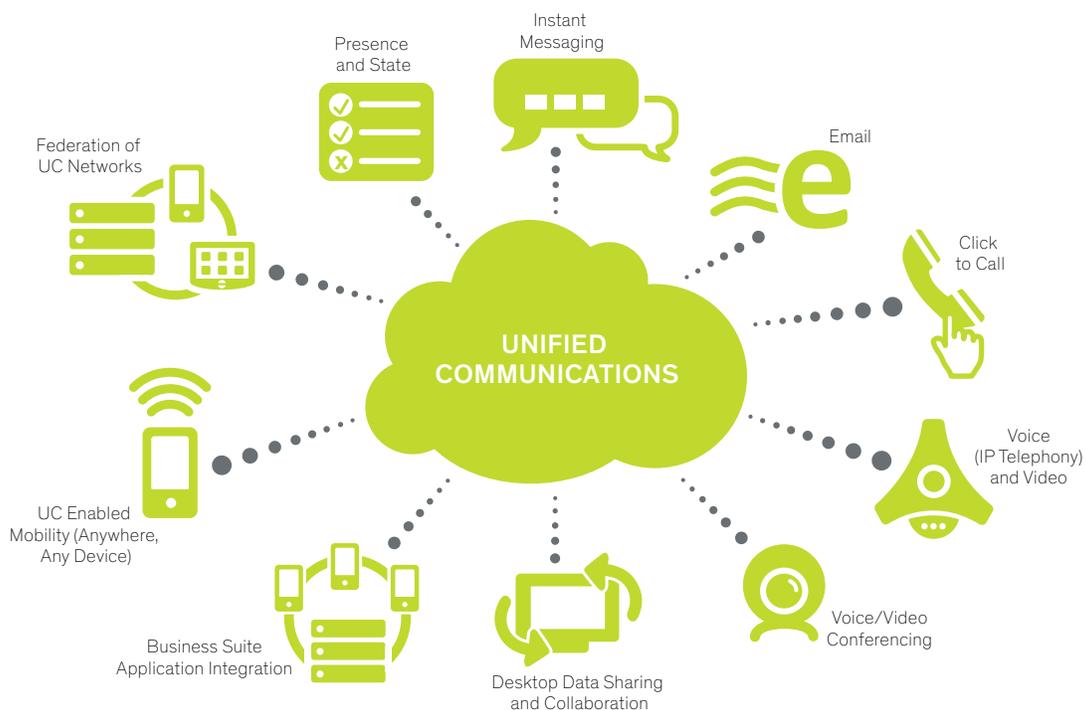
Unified Communications Solutions

For enterprise customers and partners, Arrow provides complete Unified Communications (UC) systems. These UC solutions 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.

We begin by developing a customized integration strategy, including implementation and optimization to fit our customers' and partners' infrastructure of choice.

Based on individual business needs, we advise, consult and innovate to create meaningful integration of all communications elements.

Arrow supports and optimizes UC (on premise and cloud) in the following ways:

> Voice, Data, Video Network Design, Deployment

> Contact Center Design, Deployment and Optimization

> Comprehensive Network, Server and Application Managed Services

> Advanced Network, Server and Application Monitoring 24/7

> Level 1 to Level 3 Network Operation Center Support

> Customized Help Desk Services

> Onsite Advisory and Technical Support

> Custom Integration and Application Development (IVR, CTI)

> Integration with Communication Enabled Business Process (CEBP)

> Integration with WebRTC (Web Real-Time Communication)

Presence and State

Instant Messaging

Federation of UC Networks

Email

Click to Call

UNIFIED COMMUNICATIONS

Voice (IP Telephony) and Video

UC Enabled Mobility (Anywhere, Any Device)

Business Suite Application Integration

Desktop Data Sharing and Collaboration

Voice/Video Conferencing

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.

By incremental steps or through significant enhancements, we can help you increase your customers' competitive edge.

HOLISTIC VISION FROM A TRUSTED ADVISOR

See what's around the corner for data center. We know how the future is evolving, and we're ready to help you adapt your offering. Rely on us as you transition to a more relevant, profitable and sustainable business model. Our industry expertise in areas like cloud and intelligent systems has the potential to inform a 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. If you specialize in storage, networking or another data center silo, use us to keep your fingers on the overall industry.

GO-TO-MARKET SOLUTIONS

Get more than just a suite of products. Our holistic approach generates solutions that will appeal to your customers. We offer business development, marketing and professional services; market intelligence; and education enablement tools. We know your prospect base and have the tools to build and fill your sales pipeline.

PARTNER FINANCING

Grow your business. Whether you're looking to invest in new initiatives, boost competitiveness, improve cash flow, shorten your sales cycle or simplify budgeting, we have financing and leasing plans that are right for you. It's our role to find the right solution for even the most complex financing problem and help you close the deal.

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.

Kontakt

Aarhus:
Jens Juuls Vej 42
8260 Viby J

Ballerup:
Baltorpvej 158
2750 Ballerup

www.arrowecs.dk
salesbackup.ecs.dk@arrow.com

ARROW
Five Years Out

Arrow ECS Denmark
Tel. +45 7025 4500
Fax +45 7025 4501