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# Arrow Electronics Enhances Its ArrowSphere AI Capabilities to Boost Channel Partner Cloud Businesses Strategies

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*Channel partners can now use customized AI assistants, powered by ArrowSphere AI, to reinvent the way they manage business operations and engage with their customers.*

CENTENNIAL, Colo.--(BUSINESS WIRE)-- Global technology solutions provider Arrow Electronics, Inc. (NYSE: ARW) has enhanced its AI-infused ArrowSphere Cloud platform, allowing channel partners to create custom AI assistants that tap their own data, workflows, content, and vendor-specific data to deliver efficiency, cost reductions, and faster market entry.

"ArrowSphere's augmented generative AI tools will mark a shift in how our channel partners are able to interact with their customers," said Eric Gourmelen, vice president and chief technology officer, global ArrowSphere Cloud and AI. "Channel partners can now use customized, persona-based AI assistants that work with their own data to deliver tailored information and solutions at an unprecedented speed."

Arrow introduced **ArrowSphere Assistant**, powered by ArrowSphere AI, in March 2024. ArrowSphere Cloud users are employing the tool to address the most critical aspects of their cloud business, including FinOps, SecOps and sustainability. The recent enhancements to the ArrowSphere AI platform multiply its capabilities exponentially, which translates into tangible business benefits for channel partners to maximize their success.

ArrowSphere AI is now infused with hundreds of ready-to-use cases and prompts, designed to fast-track customization and boost channel partner go-to-market strategies. AI assistants can be tailored to support the sales lifecycle, from marketing and sales enablement to business support and catalogs. It uses partner data sources and those of their vendors to enhance support for their end customers.

#### ABOUT ARROW ELECTRONICS

Arrow Electronics (NYSE:ARW) sources and engineers technology solutions for thousands of leading manufacturers and service providers. With global 2023 sales of \$33 billion, Arrow's portfolio enables technology across major industries and markets. Learn more at [arrow.com](https://arrow.com).

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