

EMC's Product Refresh Opportunities

Protect Your Install Base and Lead Tech Refresh with EMC and Arrow!

Leverage EMC's Next Generation Products for Refresh Opportunities! EMC's recent product launches bring new market leading feature and functionality to your customers with these new products:

Data Domain - Speed , Scale and Even Lower Prices

- > Market Leader in Purpose-Built Backup
- > Best of Breed Data Protection

VNX Series with MCx – Revolutionizing the Mid-range

- > Multicore Optimization and Industry-Leading Performance Efficiency
- > 4X More Performance, 4X More Features






Storage Technology Refresh is your customers 2nd highest spend initiative in the next 12 to 18 months

- **ESG Survey**



How to Get Started: Arrow's Tech Refresh Services Offering

Leverage Arrow & EMC Tech Refresh Services to increase your pipeline opportunities in 2014!

- 
Solutions Consulting
 - Arrow has the Business Intelligence to target the hunt!
 - Defined by maintenance contract expiration priority, allowing you to be strategic with your efforts
- 
Opportunity Support
 - Arrow performance demonstrations and architectures support
 - Arrow proposal development and pricing enablement
 - Arrow capital solutions for FLEX and leasing
- 
Practice Development
 - Arrow refresh training for your sales and pre-sales teams including:
 - Target customer
 - Refresh of best practices
 - New product value proposition and solution positioning for upsell and services
 - Arrow provided tracking & performance reporting
- 
Service and Support
 - Arrow and EMC provide appointment setting services to keep your sales teams out selling!
 - Arrow 360 Connect appointment setting services
 - EMC sales associate services
 - Arrow market awareness via Micro-site and social
- 
Awareness and Demand
 - Expand your services offering & gain scale with Arrow
 - Mid market remote services
 - VSPEX Integration
 - Grow your offering through EMC's services program
 - Expand your deal and increase value by selling EMC education and accelerator services

Resources and Tools

In order to deliver on our value proposition, Arrow has invested in the resources and tools to ensure success. This includes:

Defined Process

Lead Generations
Lead Qualification
Lead Visibility
Sales Pipeline
Reporting Dashboard
Defined Metrics

Sales Representatives

Supplier Trained
Lead Generation Specialist
Telesales Experts
Channel Experience
Data Center Technologists

Arrow Tools

Custom Relationship Manager
Opportunity Manager
Arrow Insight
RenewIQ
Eloqua

Why Tech Refresh?

- Data growth is now double-digit
- Value of existing assets decrease
- Performance and Functionality plateau
- Maintenance costs can be substantial
- IT budgets, staffing, and traditional storage capabilities are not keeping pace with data growth

Customer Benefits

- **Improved Speed** and Business Agility and Flexibility
- **Financial Benefits** via FLEX or Lease Financing
- **Protect** your IT Business Value

New VNX

- **Higher** Levels of Consolidation and Virtualization
- **Improve** Application Service Levels and simplify operations

New Data Domain

- **Lower TCO** with up to 38% lower cost per GB
- **Increase** backup performance with 4× faster ingest and increase backup systems scale with 10× more capacity per system

Partner Benefits

- **Protect** and Defend Your Valuable Install Base
- **Build** on your Trusted Advisor Credibility by Presenting the Latest Technology to your Customers
- **Gain Scale** by leveraging Arrow and EMC Awareness and Demand services



For three years in a row, independent research firm Wikibon, named EMC the #1 storage for VMware integration.

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.

Contact your

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Five Years Out

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