



Business
Intelligence

Data
Center

Cloud

Enterprise Computing Solutions – North America

360 Connect



Imagine How Your Pipeline Could Grow

If only you could scale faster without incurring significant overhead costs!
Now you can do just that. Arrow 360 Connect can provide the focus, expertise, dedication and execution required to grow overall market share and pipeline in a very competitive environment, all without increasing your costs.

Connecting To Make a Difference

Arrow 360 Connect works on behalf of our partners to develop leads, set appointments, expand market share, and ensure partners are aware of current programs and incentives. We do this by becoming an extension of your business. This means we are enabling our partners first and creating demand second.

About A360 – Sales and Services

Appointment Setting

- > Appointment Setting Campaign utilizes heavy outbound telephone and email prospecting to relay your value proposition to decision makers in your selected target accounts.
- > We qualify our leads using the B.A.N.T. theory - finding out this pertinent information helps determine whether or not we should continue nurturing or if the customer is ready for the next step of engagement with a partner. This prevents under qualified leads that end up wasting your valuable time.
- > In addition, our appointment setting efforts are supported by an Arrow Sales Engineer to assist with qualifying the appointment prior to scheduling.

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	Sales Representatives	Arrow Tools
Lead Generation	Supplier Trained	Custom Relationship Manager
Lead Qualification	Lead Generation Specialist	Opportunity Manager
Lead Visibility	Telesales Experts	Arrow Insight
Sales Pipeline	Channel Experience	RenewIQ
Reporting Dashboard	Data Center Technologists	Eloqua
Defined Metrics		

Telesales as a Service

Telesales can be a very effective tool for increasing sales, profits and customers. At Arrow, we know what it takes to execute a successful telemarketing campaign including:

- Product knowledge
- Flexible messaging
- Quality assurance
- Accurate reporting

That's why we've assembled a team of professionals who know how to get your message across to potential customers in a way that accurately represents your brand, creates relationship and moves potential clients to action.

Engagement Principles

Arrow 360 Connect

- > Provide clear expectations for campaign execution and anticipated results
- > Provide reporting and campaign results
 - Activity based
 - Lead progression
 - Campaign final report
- > Partner provided data will not be used for another partner or supplier campaign nor will it be shared with competitive distributors, suppliers or partners
- > Arrow 360 Connect will not co-mingle supplier or partner provided contacts/ lists, or messages with other supplier or partner programs unless agreed upon in any given campaign

Partners

- > Participate in campaign kickoff call with Arrow 360 Connect
- > Provides:
 - Cleansed data and/or contact list for campaign, as appropriate per engagement
 - Lists potentially available through Arrow depending on scope of campaign
 - Campaign message (collaborate with Arrow or supplier marketing teams)
 - Measurement for success criteria
- > Agree to follow up and provide updates on all leads passed for closed-loop tracking
- > Provide primary campaign contact and lead recipient(s)

Campaign Offerings

Platinum

- Price/Appt: \$1,200
- Arrow List & Contacts
- Arrow Email & Landing Page
- Arrow Content Syndication

Gold

- Price/Appt: \$800
- Arrow List & Contacts
- Arrow Email
- Arrow Landing Page

Silver

- Price/Appt: \$700
- Partner List without Contacts
- Arrow Appended Contacts
- Arrow Email Campaign

Bronze

- Price/Appt: \$600
- List Provided by Partner
- Arrow Email Campaign

Leverage the Arrow Team as an extension of your business

We have sales professionals across the EMC portfolio. With flexible investment options, we can tailor campaigns to your exact need.

Choose from three unique EMC-focused campaign messages that we integrate seamlessly into your selected campaign tier level.

EMC Portfolio



Entire Portfolio

- Core Storage
- DPAD Solutions
- Converged
- Software Defined
- Hybrid Cloud

OPEX Reduction



EMC Core & CI Portfolio

- XtremIO
- VCE
- VSPEX
- ViPR
- VNX

Trusted IT



DPAD portfolio:

- Data Domain
- Avamar
- Data Protection Suite
- VPLEX
- RecoverPoint

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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Get the 360 Advantage Today

To find out more about 360 Connect and what they can do for you, contact your Arrow Area Sales Manager today.

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