

Arrow Insight Customized Data Analytics Dashboards

Based on customer transactional data, industry information and enhanced reference data, Arrow Insight provides unique and actionable customer, market and whitespace (opportunity) intelligence.

The Arrow Insight data dashboard consolidates your transaction data with several data suppliers and modeling techniques into a simple but extremely powerful information delivery tool.

Available in three modules, Arrow Insight offers Customer Insight (multiple views of your transactional data), Market Insight (industry information) and Whitespace Insight (a sophisticated modeling package that provides new look-alike prospects by vertical, geography and size).

Insight is an online
Marketing analytics
strategist and prospect
generation guru
wrapped in one.

Deep Business Intelligence About Your Business

Customer Insight is the ultimate self-service tool because it lets you dissect your Arrow historical transaction data and simplify the identification of business trends, enabling smart business decisions.

- > Delve into sales history at the POS (point of sale) by vertical market, geography and technology to the invoice level.
- > Discover who your best customers are, view your strengths, and see how you rank vs. your competitors by vertical or technology.
- > Identify trending technology within a specific vertical market or geography.

Critical and Current Market Analysis

Market Insight provides comprehensive forecast intelligence to help you make resource allocation and growth decisions, ensuring a tactical approach to the right opportunities.

- > Analyze growth verticals and spot technology trends before your competition does.
- > Detect market growth and volume changes early and with speed and agility by technology and location.
- > Get forecast data at a fraction of the cost and available at a moments' notice.

Identify New Customers

Whitespace Insight arms sales and marketing organizations with new customer recruitment data. Our proprietary modeling methodology identifies look-alike prospects for your marketing and sales campaigns.

- > Rank prospects by criteria and how they match against a supplier, technology, brand or vertical model.
- > Find untouched prospects that are similar to your own best account profiles.
- > Claim your new prospect findings with inexpensive, fast turnaround licensing options.

How would your business improve if you had better data?

Every day you make decisions about your business. If the data you're using to make those decisions is old, inaccurate, or too general, your decisions may be flawed.

At Arrow, we're dedicated to helping our partners swiftly and accurately navigate the path from possibility to innovation and growth.

Arrow's team of talented analytics professionals created a business intelligence package unlike anything currently available today. Arrow Insight consolidates your transactional data with cutting edge industry analyst data and then applies proprietary modeling techniques to create a powerful business intelligence tool customized specifically for you.

- > Identify and profile who your best customers are by looking at Customer Insight
- > See how you compare with your top competitors
- > View information to the invoice and/or order level
- > See how technology trends are impacting your territories in Market Insight
- > Make business investment decisions based on current data
- > Align your strategies to areas with highest potential return
- > Find if you're missing prospect opportunities in your own backyard by searching in Whitespace Insight.
- > Get true look a like prospects via our proprietary modeling methodology



Want to Learn More?

Contact your Arrow Sales representative to set up a live demonstration.

In Person

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800 544 7674

Via Email

Insight
arrowinsight@arrow.com

Online

Insight
<http://ecs.arrow.com/partnerofferings/arrowinsight.html>

ARROW
Five Years Out