

Win With Arrow, HPE and Technical & Scientific Application, Inc.



The Problem

Customers in today's market are over-provisioning their environment and buying more than they need or can use. On average, a customer may buy up to 200 times more than they really need. With Greenlake, they can pay for what they need and add on as they grow. This customer wanted to innovate and gain control of usage, cost and performance in their environment. Greenlake provided the customer with flexibility and an easy-to-manage hybrid IT environment that includes on-prem and off-prem cloud products.

Analysis and Implementation

As the customer continues to grow, they can control how much they will need and add based on their consumption. Greenlake analytics provide insight into actual usage and allow the customer to have full knowledge and control over their IT spend.

Outcome

HPE wants to move their business to "everything as a service," and this was the first deal of its kind completed by the Arrow services team. There have only been three deals in the channel to date, and this was the first one closed by Arrow and TSA. HPE President Antonio Neri predicts that HPE will soon offer the entire portfolio in this model, so it was very advantageous of Arrow to finish this deal. It took the team over 6 months to close. Arrow's own Kristin Bedford saw this deal from start to finish, and her expertise and experience were instrumental in this win.

Renewal and Revenue

Anticipated consumption invoicing at a minimum will be \$34,000 each month for the next 4 years. (Totaling \$1.6 million at a minimum.) This is a guaranteed revenue stream for Arrow that can grow. Revenue will total between \$700,000-800,000.

The Moral

This is a new way to do business, and Arrow's first win of this type. HPE's CEO pledges to sell "everything as a service" by 2022.

So, in the next three years, HPE plans to be a consumption-driven company with everything delivered to partners as a service.

End-User Client Profile

Scientific Games Corporation is an American corporation that provides gambling products and services to lottery and gambling organizations across the globe.

Solution

HPE GreenLake is a new way for Arrow and their partners to sell. Rather than purchasing hardware, HPE partners and end-users are learning that this is a new way to buy; and they will begin to look at HPE GreenLake as a way to purchase through consumption-based, pay-for-what-you-use services.

Contact Us

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