



# Arrow Enterprise Computing Solutions A Citrix Value-Add Integrator and Distributor



# Our Citrix Partners Rely on Us to...



**Increase revenue  
and accelerate  
sales cycles**



**Pursue new markets  
and prepare for the  
future**



**Reduce operating  
expenses and  
increase profit  
margins**



**Solve complex  
end-user business  
problems**



**Increase  
revenue and  
accelerate  
sales cycles**

- Sales Qualified Lead Generation
- Sales Support from dedicated Arrow Citrix sales and tech team
- Arrow Citrix and Nutanix Solution Demo Center
- Sales enablement activities to identify, architect, market and sell Citrix solutions



## Pursue new markets and prepare for the future

- Cloud enablement to adopt emerging technologies and business models, including public/private, hybrid cloud and CSP
- Identify new and adjacent markets: IoT, Reverse Supply Chain
- Develop new solution practice areas and uncover sales opportunities within existing end-user accounts



**Reduce  
operating  
expenses and  
increase profit  
margins**

- Use Arrow resources as an extension of your team
- Leverage a turnkey Cloud infrastructure
- Citrix sales and operations team helps simplify and streamline business processes
- Access unique financing options to find a way to always win new deals



## **Solve complex end-user business problems**

- Identify and access the right products and solutions to meet your customers needs
- Sales tools to identify, architect, market and sell Citrix/Azure and Citrix/HCI solutions
- Leverage Arrow's bench to meet specific Citrix customer services needs



# The Citrix Support You Need, the Citrix Expertise You Expect

# Arrow | Citrix Team

## Dedicated Team Resources





# Value Add Programs for Citrix Partners



## MARKET DEVELOPMENT FUNDS

MDF for training/certification and end-user lead generations activities with good ROI

## ARROW SOLUTION PLAYS

Delivering value and growth for Citrix partners

## LEAD GENERATION

MQL to SQL lead generations programs

## CSP PROGRAM

Arrow is an authorized Citrix Cloud Services Provider reseller

## DIGITAL MARKETING CAMPAIGN

Arrow MarketStart social media and lead gen program

## ARROW IoT INTEGRATOR

Arrow is an industry leader in IoT offering complete “Sensor to Sunset” capabilities

## PROFESSIONAL SERVICES

Complete design, implementation and management of virtualized solutions

## VALUE RECOVERY SERVICES

Industry leader in providing customer trade-in value and secure, socially responsible disposal of IT assets when moving to BYOD strategy

# Citrix MDF Program

Detailed Program Guidelines and MDF Request Link - <https://citrix.savoinspire.com/arrowcap/>

## Qualified Activities

### Training

- > Classes
- > Citrix Events Registration

### Lead Generation

- > Customer Events
- > Telemarketing

### Sales Events

### EBC Visits

### Event Sponsorships

## Requests

### Arrow Guidelines

- > \$2500 per Quarter
- > 50% matching partner funds
- > Exception available for activities with high ROI
- > Must fill out request in it's entirety
- > Will receive approval and required POP via e-mail
- > Minimum request \$1000

## Reimbursement

Provide requested POP to [rod.strand@arrow.com](mailto:rod.strand@arrow.com)

May require additional documentation to set up new partners in Arrow reimbursement system

Payment by check is net 45 from receipt of invoice and complete POP info

# MQL to SQL Lead Generation Program

## *Digital and Telemarketing Appointment Setting Campaign*

- > Good sales leads are **BANT** qualified – **Budget/Authority/Need/Timeframe**
- > Identifying the decision maker - **Authority** and **Need** are the most time consuming tasks
  - > Digital and Telemarketing campaigns via third party firms do this well and cost effectively
- > Tele-marketing folks lack the depth of knowledge in identifying real business opportunity or addressing customer's deeper questions
- > For this program Sales Rep confirms appt and ascertains the B (**Budget**) and T(**Timeline**) for the opp, registers the opportunity with Citrix and then receives a \$150 incentive and a new lead
- > New product focus each quarter with Sales Enablement Kit to speed up the sales cycle
  - > What Sellers Need to Know Playbook
  - > Sales Battle Card Reference Guide
  - > One-Page Solution Customer Brief – Customizable with Your Company Logo
  - > 3 Customer Sales Focused Slide Decks (elevator pitch, brief overview, detailed overview)

# Digital Marketing Best Practices – Arrow MarketStart

- > Lead with IDEAS, not products
- > Drive IT decision makers to self-educate with agnostic Arrow solution expertise:
  - ><https://www.facebook.com/ITFactOrFiction/>
  - ><https://www.linkedin.com/company/25004389/>
  - >[https://www.youtube.com/channel/UCrWssSSID698R6Yu\\_Fe-zuQ/featured?disable\\_polymer=1](https://www.youtube.com/channel/UCrWssSSID698R6Yu_Fe-zuQ/featured?disable_polymer=1)
- > Create digital rapport with decision makers first, before guiding them to specific supplier solutions & Arrow VAR partners
- > Leads shared with partners that are engaged in other Arrow lead generation programs



CEB/Gartner reports IT decision-makers are 57% of the way towards deciding on a supplier AND a solution before they even engage a partner

# Arrow Professional Services for Citrix

- Citrix XenDesktop 7.X
- Citrix XenDesktop 5.X
- Citrix XenApp 6.5
- Citrix XenApp 4.5/5.0
- Citrix XenClient
- Citrix XenMobile
- Citrix XenServer
- Citrix NetScaler and NetScaler Gateway
- Citrix StoreFront
- Citrix Machine Creation Services (MCS)
- Citrix Provisioning Server (PVS)
- Citrix CloudBridge
- General Profile Management and GPOs

## • SKU's & Custom SOW Capabilities

- New Installs / Upgrades / Migrations / Assessments
- Help Desk
- Managed Services
- Hybrid / Private Cloud / Public cloud
  - Tie in to HPE/ Azure / Equinix

## • Project Management

- Project Preparation
- Agile/Scrum Product Life-Cycle Management
- GAP Analysis
- User Productivity
- Governance, Risk and Compliance Management
- Definition of project goals, objectives and Implementation strategy
- Project Planning Management / Status Reporting
- Training plans

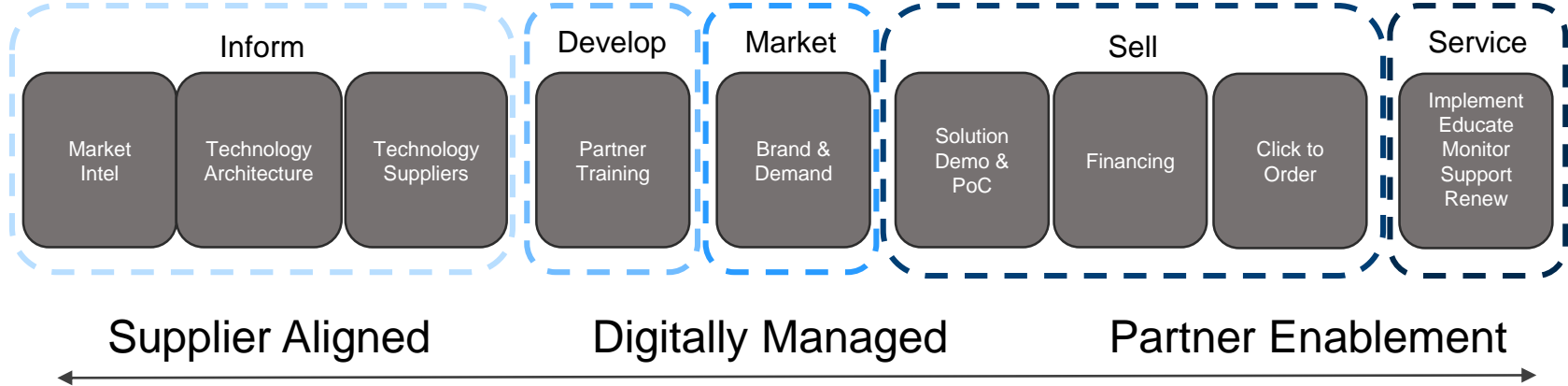
# Arrow Solution Plays

*Delivering Value & Growth for Citrix Partners*

Citrix Cloud and Nutanix  
InstantON VDI Solution



Citrix Cloud and  
Microsoft Azure  
Cloud VDI Solution



# Citrix Cloud Services Provider Program

## Why Become a Citrix Service Provider Partner?



Grow your business with new monthly recurring revenue streams



Realize margins of **45%** on complete, business-ready hosted workspaces solutions that can sell for an average of **\$100 per month/per user**



Cloud partners are more profitable, grow faster and see more recurring revenue

# Citrix Cloud Services Provider Program

## The CCSP Program is Much More than Licenses

### Licensing



- Subscription license - matches revenues to costs
- Always “current” on new versions
- Includes support

### Expertise and Business Services



- Technology experts and architects
- Technical Resources
- Sales Resources
- Marketing Resources

### Enabling Technology



- XenApp/XenDesktop
- XenMobile/XenServer
- ShareFile
- Citrix Cloud
- NetScaler
- SD-WAN hardware or VPX

### Design Best Practices



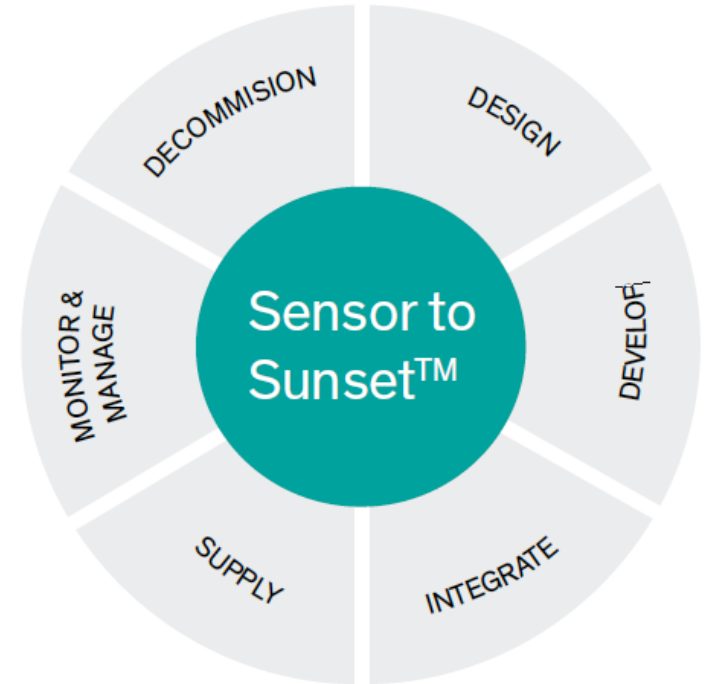
- Reference Architecture V6
- CSP on Azure
- CSP on AWS
- Cisco Validated Design



# Arrow IoT eVolve - Sensor to Sunset Strategy

## Arrow ECS support for our channel partners in IoT opportunities:

- **Identify** – an ecosystem of integrators with IoT capabilities
- **Engage** – our Arrow ecosystem in a broader portfolio across Arrow, Inc.
- **Enable** – an ecosystem of integrators in deeper skills in the IoT marketplace
- **Align** – more partner resources with our supplier IoT offerings
- **Expand** – our scalability by adding a channel approach
- **Lead** – the market with a comprehensive channel strategy for IoT



# Arrow Value Recovery Services

## Uncover efficiencies and capture value at the end of the IT product lifecycle

- Arrow's Value Recovery program provides specialized reverse material stream management, IT asset recovery, and remarketing services
- Value Recovery enables technology users to uncover opportunities for greater efficiencies and value capture at the end of the IT product lifecycle
- Value Recovery ensures that your data and assets are managed safely and properly, reducing risk, expense, and overhead
- Arrow significantly invests in tools, techniques, processes, tracking systems, and personnel to maximize the ability to reuse, reduce waste, and practice responsible recycling across all worldwide processing facilities

# Arrow Value Recovery Services

As a leader in the industry, Arrow makes a difference by:

- **Environmental Stewardship**
  - Arrow uses a universal approach to environmental compliance that exceeds the requirements of any single, existing industry standard.
- **Technology Reuse**
  - Refurbishing IT equipment and updating it with the latest operating systems saves natural resources, reduces energy consumption, and aids communities around the world.
- **Simplification**
  - Arrow's single-source solutions provide an easy way to meet the demands of proper disposition and changing certifications, regulations, and compliance laws.
- **Social Responsibility**
  - Arrow Value Recovery supports a variety of charitable donation programs designed to bridge the digital divide by repurposing and distributing used computer equipment to those in need.
- **Full Transparency**
  - Every step of your recovery, data sanitization, and reuse process is transparent and auditable — and readily available when you need it

# Other Key Arrow Differentiators



## ROBUST CLOUD PLATFORM

Transform your business and optimize your cloud services brokerage

## ECS PARTNER REWARDS

Opportunity to earn vouchers to apply towards education, marketing and sales opportunities



## CITRIX AUTHORIZED TRAINING

A Citrix Authorized Learning Center offering full portfolio of Citrix certification classes

## INTEGRATION CENTER

State-of-the-art solutions enablement allowing you to deliver complex custom integration



## CAPITAL SOLUTIONS

Private label leasing program - excellent alternative to 3<sup>rd</sup> party financiers



## SOLUTION LAB

Customer demos of Citrix and joint partner solution from Nutanix and HPE Simplivity



## BUSINESS INTELLIGENCE

Arrow Insight provides unique and actionable customer and market intelligence.



## GOVERNMENT SALES

immixGroup Government Aggregation Platform  
- Intelligent services for growing public sector

# Arrow Service Provider Program - ArrowSphere

Transform your business and optimize your cloud services brokerage

Challenge	Arrow Solution
Management of disparate CPQ systems	Configure, price and quote in one system with seamless management, security and analytics
Supplier access and investment requirements	Market-leading cloud services portfolio and cross-vendor solutions to accelerate your time to market and monetization
Reconciling multiple billing feeds	Single source of billing to reduce complexity and time in dealing with multiple vendors
Partner-managed services	Integrated partner billing SKUs let you template your own managed service SKUs into an ArrowSphere quote

69  
Suppliers



25K  
SKUs



2,100  
Active MSPs

150  
New  
features

Deployed in  
20 countries

xSP Cloud Build

xSR Cloud Resell

# Cloud Assessments

## Accelerate adoption

Decision analytics to help businesses of all sizes select cloud solutions, establish governance around their cloud usage and drive adoption of hybrid cloud solutions.

### BENEFITS

- Vendor-neutral positioning
- Document entire IT environment
- Scenarios for public, private or hybrid solution
- Analyze technology stacks
- Find security gaps
- Compare options and cloud providers using real-time pricing

### Why Assessments?

**\$1** in assessment services  
= **\$15** in pull-through cloud  
services

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Average cloud sales cycle  
**reduced from 120 days  
to 45 days**

# ECS Partner Rewards Program

- Citrix partners earn vouchers based upon their total purchases through Arrow, based on a rolling 12-month window (if opted in for the program)
- Vouchers are earned for every \$100,000 in sales (assuming reasonable margin thresholds are met, and they pay on-time)
- The more you purchase, the more you earn
- Vouchers can be redeemed for a number of items, including but not limited to:
  - Training Classes
  - Engineering Services
  - Marketing Activities
  - Demo Equipment
  - Business Intelligence & Market Research
  - Consulting Services





## Arrow CALC Education Provided by Layer8 Training Inc

- Aggressive discounts and MDF funding available
- Premier/National Citrix Authorized Learning Center (CALC)
- Virtual training and hybrid classes (ILT/VILT)
- 60% Citrix training market share AMS

- Training lead to achieving certifications
- Which leads to more room for margins on specific deals
- Puts more money in your pockets.



# Value-Add Center

At our Phoenix Value-Add Center, Arrow can support our resellers with state-of-the-art solutions enablement that allows you to deliver complex custom integration services and solutions to your clients.

## Engineering Support

*Consulting and pre-sales, prototyping and first article confirmation*

## Hardware Integration

*Component level to fully configured systems*

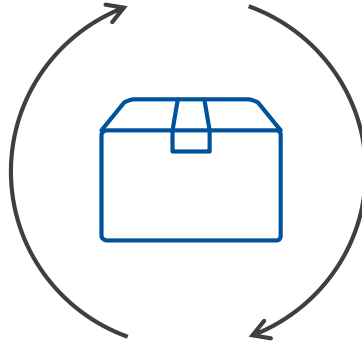
## Converged Solution Integration

*Full solution buildout, configuration and testing*

## Software and OS Deployment

*Installation, configuration, customization, custom bios/firmware creation*

Development Services



## Solution Testing

*Product regression testing, VPN support, solution validation and verification prior to install*

## Post-production services

*Warranty/non-warranty repairs, consignment and redeployment services, upgrades and retesting*

## Quality Assurance

*Corrective action processes, preventative action, audits*

Additional Services



## Solutions Lab

- Citrix and Citrix|Nutanix solutions available
- Live access or remote login with real-time, interactive environment that offers integrated data and audio web conferencing
- Our labs are capable of emulating small, medium and large IT infrastructures, and will also help you address server, storage, software, networking and security solutions

Designed to be an unbiased playground for you to replicate customer environments, validate solutions and solve your customers' business challenges

# Arrow Capital

Making change possible



**SOLUTIONS FOR OUR RESELLERS**

- Pivot to Annuity
- Open account
- Escrow
- Credit and collections
- Revolving lines of credit



**SOLUTIONS FOR YOUR END-USER**

- Finance/leasing
- Traditional, capacity, utility
- Supplier financing

# Arrow Capital Solutions

Contact: [leasing@arrow.com](mailto:leasing@arrow.com)

Pivot to Annuity



## Traditional

### Leasing/Finance Options

- > FMV
- > \$1BO
- > Loans
- > 100% SW & SVCS
- > 30/60/90 Day Deferrals
- > All Brands HW, SW, Services (on and off the Arrow line card)

## Custom

### Managed Services

- > Everything as a service

### Software Subscriptions

### Vendor Programs

### Partner Programs

### Embedded Terms

## Consumption

### Utility-based pricing

Permits bursting up or down

Allows for the acquisition of product to accommodate growth or business cycles

# Arrow Capital - Subscription and Support Selling

- Multi-Year Agreements
  - Enables partners to sell a multi-year engagement while the client still pays yearly
  - Top line revenue is recognized for the full 3 years
  - Lock in clients and lock out competition
  - Take advantage of available multi-year discounting to offer low/no rate financing
- Software Subscription Financing
  - Traditional offerings require client to pay for full term in advance
  - Customer ROI is impacted as benefit of subscription is realized over time but cost is immediate
  - Arrow Capital can fund the full term of the subscription agreement in advance and offer monthly or annual payments to the client thus aligning their expense to the benefit of the solution

# Arrow Capital - Partner White Labeling

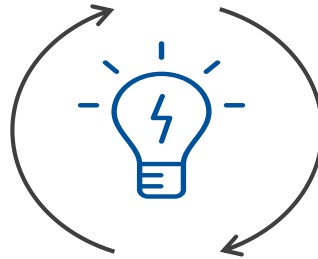
- What is it?
  - Your logo, our process
  - We deliver quotes and contracts under your branding
  - Bill and collect in your name
- Key Benefits
  - Lets you stand up your own captive financing program
  - Additional capability for your customers (no need to involve a 3<sup>rd</sup> party)
  - Non-Recourse: eliminates bad debt and transfers risk to us
  - Fuel your sales growth: Increased margins and larger sales
  - Provide your customers with increased credit capacity
  - Improved collections and accelerated revenue recognition

# Arrow Business Intelligence

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

## Customer Insight

- 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

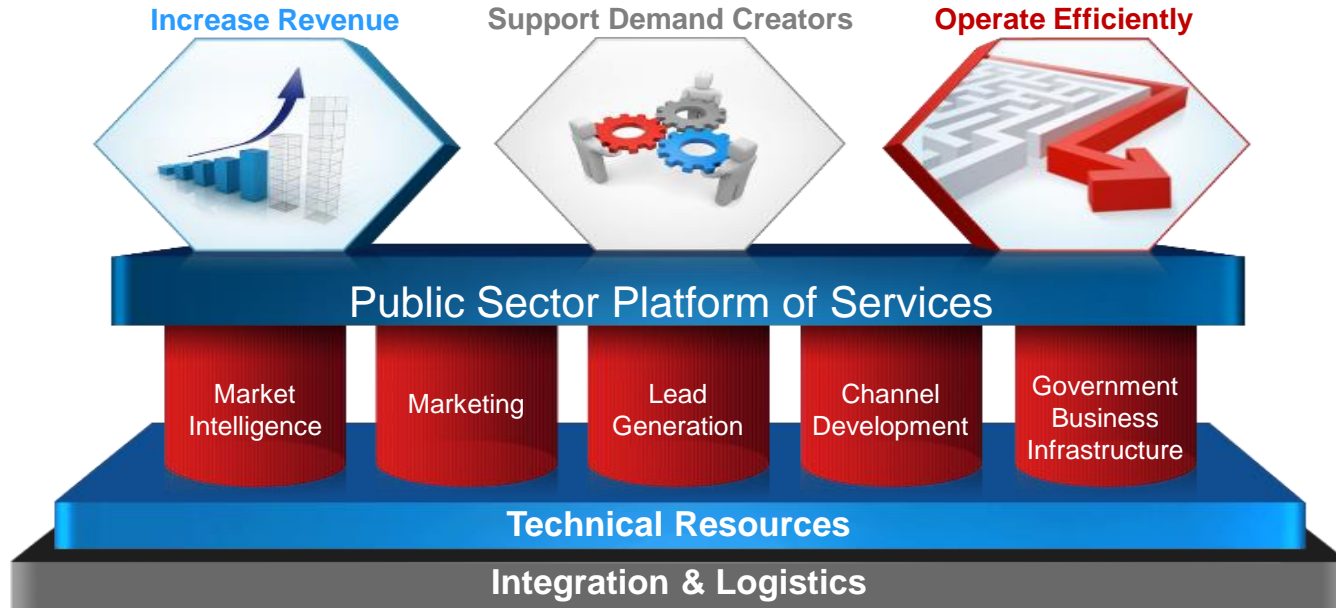


## Market Insight

- 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

# Government Aggregation Platform

Intelligent services for growing your public sector business







# Thank You!