

# Stay ahead of the change, partner with Arrow for Microsoft CSP

## 1: Summary - Microsoft CSP is changing

The cloud is here to stay. Adoption rates are continuing to rise and the opportunity for resellers and managed service providers is bigger than ever. Organisations of all sizes can see the potential and are making the shift.

But change is coming. From the 31st August 2018, Microsoft is introducing new and extended support and service requirements for direct sellers. These new conditions will come at considerable cost to some partners - financially and in both time and manpower.

### How will the changes affect your business?

As of the 31st of August 2018, all Direct CSP partners need to purchase a level of support with Microsoft if they want to maintain being a Direct CSP. The support can be in the form of ASfP (Advanced Support for Partners) or PSfP (Premier Support for Partners). These have a cost entry point of Circa \$15,000 per year for ASfP and upward of \$40,000 for PSfP. This considerable investment could increase operating costs and therefore impact business profitability.

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### Support Packages Summary

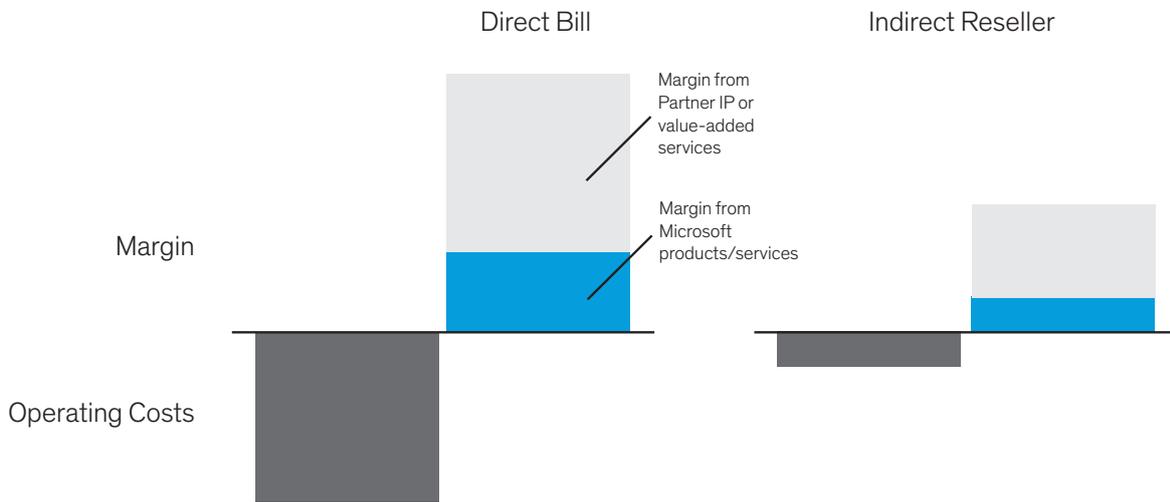
As demonstrated below in diagrammatic form, these upcoming support package requirements significantly impact partners time to break even and demonstrate time on ROI. Choosing the right CSP model for your business is vital. It can affect your time to market, profitability and outlay investment.

	Advanced Support for Partners	Premier Support for Partners
Deployments covered	Cloud, Reactive Support Options for Hybrid, & On-premise	Cloud, Hybrid & On-premise
Problem resolution	Faster response & Higher Ticket Priority (1/2/4 hour IRT)	Fastest response & Highest Ticket Priority (1/2/4 hour IRT + CritSit)
Support coverage	To partner on behalf of your customers	To partner on behalf of your customers or with Microsoft directly to your customers
Account management	Pooled Account Manager	Designated Account Manager
Enhanced and proactive services	Cloud Consults, Support Practice Accelerator	Designated Support Engineers, Third Tier Support, Azure Rapid Response, Premier Support for Developer, IT Service Management, Support for Mission Critical, Office 365 Engineering Direct
	<b>\$15,000</b>	<b>Upward of \$40k</b>

### Time to Break-even



### TCO Comparison



Choosing the right CSP model is a business-critical decision. On average a partner working with a distributor will break even 4 times faster than a partner working with Microsoft in a Direct CSP model.

If you are a Direct CSP partner, debating if this financial investment is viable for your organisation, the good news is, you have various business model options available to you.

### Accelerate your Microsoft cloud practice with Arrow

If these changes are affecting your business, Arrow is here to support you. Building a cloud practice with Arrow allows you to quickly offer customers greater flexibility, agility and predictable costs. We will provide the support you need, removing this cost from your balance sheet. We also provide a fully approved Microsoft reporting and billing platform (ArrowSphere) saving your organisation the ongoing cost of supporting your own.

Over the next few pages we will demonstrate how Arrow can support you, wherever you are in your journey to the cloud. We have the solutions and expertise you need to grow your business faster. We don't just enable the cloud. We empower you and your customers' business by staying ahead of what's needed.

**57%** of enterprises consider cloud a critical priority

**60%** of enterprises use three-or-more cloud platforms

## 2: Why Arrow for Microsoft?

Arrow is one of the UK's leading Microsoft CSP and Service Provider License Agreement (SPLA) distributors. We provide resellers and MSPs with access to an advanced cloud services marketplace, billing automation tool and enablement platform that will empower your organisation to deliver cloud services from Microsoft and other leading vendors.

Whether your organisation is new to Microsoft, or an experienced provider looking to grow, Arrow has offerings built specifically to add value to your business. All partners are offered the opportunity to enrol into our Arrow Cloud Enablement programme for Microsoft which provides access to:

- A co-developed business plan and associated resources.
- Official Microsoft training, enablement and certification support.
- Full pre-sales and post-sales services catalogue.
- Dedicated business development manager, technical account manager and operations consultant to streamline your processes and plans.
- Enablement and go-to-market strategies around high margin Microsoft attach vendors such as BitTitan and Densify.
- Access to dedicated marketing support and services.
- Access to the full Arrow portfolio including:
  - Arrow Value Recovery: secure & compliant asset disposal & buy-back.
  - Arrow Capital: custom finance solutions for partners.
  - Arrow Global Components: silicon, sensors and IoT solutions.
  - Arrow Intelligent Systems: Custom built hardware solutions and software.
- Free access to ArrowSphere – our award-winning platform providing billing and usage tracking.

## 3: A global cloud leader - unrivalled support and experience

As Cloud infrastructures become increasingly complex, greater investment is needed to unlock this digital transformation opportunity. To be successful managed service providers and cloud resellers need guidance from an experienced partner. Arrow takes this opportunity seriously. We want to ensure the strategic technology decisions you make today are right for your business tomorrow.

Our team of dedicated Cloud professionals become an extension of your team. They're available to help build your sales strategy, technically enable your specialists, help market your offerings and much more. We have built strong alliances with both established and emerging cloud technologies which we can leverage when building new and differentiated services for your customers.

We have a proven track record of helping partners who want to open new revenue streams, accelerate sales cycles, pursue new markets, solve complex end-user challenges and reduce operating expenses. We provide the support and services they need so that they can stay focused on what matters most to their business: growth and profitability. By partnering with Arrow you are working with a business that:

- Can offer all of the fundamentals to support your managed services business, including data storage, servers, enterprise software, network, security, unified communications and virtualisation.
- Has strong alliances with the world's leading IT vendors.
- Offers an end-to-end service model, from initial consultation, planning and design, through engineering build and implementation.
- Provides sales, marketing and business-building support, including go-to-market plans and lead generation.
- Offers administration services, including integrated billing, metering and management of contracts with multiple service providers.
- Offers reporting in the format you need - whatever information you need we make sure you have it at your fingertips.

As a global business we work with organisations in over 345 locations and 80 countries and have established strong partnerships with more than 100 vendors worldwide allowing us to bring exceptional technology solutions and specialised services to our customers. We are a leader in the global cloud revolution and can help by providing the consultation, design, hardware and software to architect any cloud environment.

Whether your business model is to build cloud services, resell market-leading cloud services or integrate multiple cloud services into a cloud solution, we'll help you to:

- Transition your business into a profitable cloud practice.
- Accelerate your growth and maximise opportunities.
- Optimise your services and investments.

We know that our success depends on the success of our partners – our primary goal is to support your organisation in achieving its goals. Allow our experts to ensure your team maximise every margin opportunity and present the best possible technology options to your customers. We'll do this by leveraging a wide range of tools and support from onboarding and enablement to training and sales.

## 4: Accelerate profitability - more margin, less risk

Everything we do, and the services and solutions we offer are designed with one thing in mind - to deliver greater profitability to our partners.

We work as your business ally. We'll help you to define a cloud offering that's unique to you. It must be focused and specific, tied closely to what you do and how you do it, and designed to fit the needs of your particular set of customers. We want to help you to build your own IP into your solutions, ensuring that they add the most possible value to your customers and therefore warrant the highest possible profits.

### 4.1: ArrowSphere - expand your business, grow your catalogue

As a partner, you'll gain access to ArrowSphere, our award winning cloud marketplace. This multi-tier platform lets you expand your existing catalogue giving your organisation instant access to over 25 cloud technologies including emerging 'Microsoft-attach' offerings from Densify and BitTitan:

- BitTitan
- Citrix
- Densify
- McAfee
- Symantec
- Veeam
- Veritas
- VMware

Using the platform you can build solutions that combine services. The system will help you through the whole process from quoting and ordering to provisioning and billing. You can also gain access to all of the tools, training, marketing and support that you need to build your cloud business. Plus we can automate your billing processes and connect to your ERP system to take away operational pain points.

All of this is managed through a single pane of glass reducing operational overheads and simplifying management of your cloud practice. With over 500 UK partners using ArrowSphere today we have a proven track-record in taking away the headache of delivering cloud services allowing you to focus on building relationships with your customers.

#### Manage Licensing

Manage your end customer's existing licensing as needed. Provides full visibility and easy adjustment allowing you to maintain control.

#### Simplifying Your Go-To-Market

Customised functions for sales and technical staff within your organisation. Combine services from the Arrow catalogue with your own go-to-market strategies and reference architectures.

#### Solution Stacks

Piggyback on Arrow's expertise to offer fully designed and vetted solution stacks to your customers across multiple vendors.

#### Monitor and Predict Azure Consumption

Leverage built in dashboards for viewing your customers daily Azure consumption data and estimated costs with predictive analytics.

### Budget Azure Usage

Set a budget for your end customer's Azure consumption and receive alerts in advance when our predictive analytics believe it may be exceeded.

### Deploy Azure Resources at Scale

Using standard ARM templates, customize and deploy templates across multiple end customers directly from the platform.

### End User Portal

Create a fully white-labelled end-user portal linked directly to your management console allowing you to grant control to your customers.

**Let Arrow simplify your cloud practice so you can focus on growing your business.**

## 4.2: Stack Builder - build custom solutions

Within ArrowSphere you'll find the Stack Builder. This feature allows you to create, and accurately cost complex, high-margin, repeatable cloud solutions. This includes multi-vendor stacks, partner-defined managed services templates and customer per-seat/unit consumption pricing.

Stack Builder gives you with complete visibility of solution costs upfront. Using it you can build up the layers of your solution including:

- Licensing costs from Service Provider PAYG (Pay As You Go) programs.
- Third party components from IaaS and SaaS catalog.
- Hardware costs.
- Internal business costs such as support, hosting charges, Internet bandwidth, etc.

## 4.3: Arrow value recovery - profit at every part of the lifecycle

As you move your customers to the Cloud, whether it be public or private, it's important not to ignore the opportunity to recycle existing infrastructure. Arrow can help you to leverage this opportunity increasing your differentiation as well as your profit margins.

Arrow's sustainable technology solutions business, together with the entire Arrow solutions portfolio, provides complete technology lifecycle services. Our partners can access a full reverse logistics, ITAM and supply chain optimisation service via the Arrow Sustainable Technology business unit.

## 4.4: Cloud readiness assessment - how healthy is your cloud business?

Arrow has developed a partner facing Cloud readiness assessment to help you drive the right sales discussions with your customers. It will help you to analyse an existing application environment and develop a roadmap to move all, some, or none of those applications to a private, hybrid or public cloud.

Through a list of tailored questions the tool provides a framework to help partners drive demand and accelerate purchasing decisions and can help you to:

- Structure conversations with customers at the right level of engagement.
- Drive sales centric assessments with focus on IT goals.
- Provide flexible and customised recommendations.
- Accelerate purchasing decisions and drive sales.
- Understand customer's current business model.
- Align with customer's IT and platform strategy.

## 4.5: ACE - guiding you through the Cloud landscape

Our relationship with our partners goes beyond technology and tools. We work with our partners to shape their practice, identifying where their business is today and then work collaboratively to map the transformation of every aspect from sales, marketing, technical and operational to commercial and legal.

Whether you are already providing cloud services or are about to embark on this exciting opportunity, the innovative Arrow Cloud Enablement Programme is designed to assist you in driving greater profitability from the cloud with less cost and risk.

Free to Arrow Business partners you'll get all the support and resources you need to take your Cloud practice to the next level. We start with an onboarding process that will help you to explore the cloud opportunity for you and your customers. We'll then work with you to plan out your proposition, put that into action with training and marketing support and then make that business more profitable in the long-term.

### Onboard

In this first stage we explore the cloud opportunity for you and your customers. We work closely with you to understand your unique business profile and assess the technical, financial, sales, operations and marketing support required from Arrow and the resources you'll need to commit.

### Plan

On the strength of the profile created during the Onboard phase, we will start developing your proposition with you. Building on the intelligence gained in the digital transformation assessment, we'll help you to refine your go-to-market strategy.

### Enable

Once the planning stages are complete, we'll work with you to develop a value proposition customised to your business and target buyer community, so that you offer the right proposition to the most potentially rewarding targets. We'll help to train your teams to make it easier for your customers to buy into your unique proposition.

### Execute

At this stage, it's critical to review what's working well in your cloud business and decide where you need to move with agility to change your approach to seize new opportunities or counter competitive threats. We help you to cost, develop, deliver and manage cloud services to realise the potential of cloud, using our tried and tested technology, expertise and tools to give you a head start.

We understand that one size doesn't fit all. Each partner business is unique and we'll work with you to build a personalised roadmap. Stakeholders from both Arrow and the partner organisation meet quarterly to review certification and enablement status to ensure that all goals are being met.

## 5: Build solutions - differentiate your practice

We understand that single point offerings no longer provide sustainable and scalable growth for our partners. Our CSP and Cloud programme is built around enabling our partners to deliver differentiated solutions.

We know that it can be a daunting task to research, build, align suppliers, and deploy the right hybrid cloud solutions for your customers. As a global technology partner and distributor Arrow offers deep cross-industry expertise. Through partnership with over 100 leading technology vendors and over 1500 resellers in the UK Arrow has developed a wide range of cross-vertical solutions built around the following solution areas:

- IaaS / PaaS / SaaS + complementary security solutions.
- Data Governance & Compliance.
- Big Data & Analytics.
- Mobility.
- IoT.
- Hybrid Cloud & Cloud Migration.
- Smart Buildings.
- Smart Parking.
- Smart Agriculture.

## Solutions in action

Arrow has partnered with BitTitan to bring partners MSPComplete, the standalone managed services automation platform, and has also developed a set of integrated Arrow Cloud, BitTitan and Microsoft solutions.

- Integrated Arrow Cloud, BitTitan and Microsoft solutions allow partners to quickly deliver popular managed services which grow recurring revenue, increase profitability and protect valuable IP.
- Anytime access to leading Arrow Support Services, pre and post-sales expertise, along with a dedicated quotes team.
- Access to marketing advice, enablement and funding.
- World-class event and demonstration facilities located across the UK.
- Opportunity to be part of our unique Partner for Growth Programme.
- Expertise in building cloud services leveraging the ArrowSphere platform.

## 6: Support - here every step of the way

The service we offer to partners isn't just built on tools and technology. We have a whole range of wrap around services delivered by a dedicated team that will support you and your business from planning right through to execution.

*"Working with Arrow is great. They provide superb customer support and insight — something I haven't seen from other technology companies."*

Sylvain Boyer, President / CEO, Nuvollo

### 6.1: A dedicated team

Your Arrow team is built to provide support in every area. From dedicated pre and post sales, technical and business development managers to cloud architects, programme specialists and marketing - they work together to provide you with a seamless service.

We ensure that every partner has multiple communication routes available. Your BDM and TAM will be heavily engaged in the account day-to-day and will act as a first point of contact. For out-of-hours enquiries we provide complementary email and phone support.

All of our Cloud Business Development Managers are highly skilled and experienced in assisting partners to scale and develop their CSP practices. They receive rigorous training and carry the full Microsoft sales certifications. They are happy to support and assist with end-user conversations and are also fully certified in Microsoft 'attach' technologies such as Densify and BitTitan that can help to differentiate your offering.

Your team also includes a Programme Specialist who will help to maximise partner margins and has a full understanding of complex vendor rebate schemes.

Technical presales support is available across every vendor listed on our linecard. From migration through to deployment of workloads Arrow can assist your teams. You will have access to an Arrow Cloud Architect to help define pre-sales requirements and arrange delivery.

*"The Arrow team places a priority on customer success... That's been invaluable."*

Den Belkie, Founder and Cloud Influencer, EverythingCloud

### 6.2: Training - feel confident and credible

Arrow is a registered Microsoft Training Provider and can offer fully accredited vendor courses and support. Our official Microsoft Cloud and Office 365 courses will provide you with the required skills and learning environment (from introductory level to advanced) to architect, build and manage an optimal cloud platform.

Plus, when your customers have invested heavily, it makes sense to make sure that their team stays up to speed with the latest developments. You have the opportunity to resell Education Services to your customers and gain additional revenue.

We use the latest technology and state of the art classrooms to offer multi-delivery training methods. Choose to train at home, in your office, or ours.

#### Live Class Link - bringing the classroom experience to you

Arrow Live Class Link gives businesses more choice, reduces travel time and maximises restricted training budgets. Delegates can choose to attend courses from home, the office or from any one of our UK training centres.

Our instructors ensure all delegates participate, actively promoting group interaction and providing a highly immersive experience, so every delegate feels fully engaged.

Remote delegates can ask questions, to the whole class or through a private chat function to the instructor, and, instructors can provide guidance on any issues that arise during the course, taking control of the delegate's PC when necessary.

#### Self-Paced Virtual Classes - train at your pace

Our self-paced classes allow you to fit training into your personal and corporate schedule by learning only when it's convenient. This online programme is highly flexible, and allows students to progress at their own pace.

#### Skill up your teams, for less with an Arrow Education Pack

Arrow Education Packs are a simple and cost effective way to buy IT technical training. With significant savings they can help to stretch training budgets further and are valid on all Arrow delivered training – public or private, in class, virtual or on-demand.

## Savings in action

When a multinational retailer decided to undertake a transformation of their IT systems and processes, there was a need for enhanced training for existing and new team members of the IT function. This included on boarding new hires and graduates plus the existing 100+ developers split across a number of teams - all with differing training requirements.

The cost of training this number of people and the complexity of coordinating budgets throughout the project was expected to be a challenge. The customer purchased an Arrow Education Pack, which is valid for 2 years and can be used against any of the Arrow Education training portfolio. This ensured that budget and savings were locked in for 24 months and offered a significant discount over buying courses individually. It also resulted in much less administration.

*"It has been very beneficial to secure the funds upfront and to be able to change direction and swap courses in / out as needed."*

CB - Account Manager - Computer Services

### 6.3: Finance - using finance to win business

Increasingly, cash conscious customers want to avoid the burden of heavy capital expenditure and expect more flexible ways to get the technology they need to run their business. Funding IT as an operational expense is going mainstream, especially as cloud services drive new payment models and consumption-based tariffs.

It's easy to overlook, but coming up with the right financial option is just as important as the rest of the solution you're offering. In fact, neglecting it might actually compromise business you hope to win. However, get your arrangements right and there are big gains for both you and your customer including:

#### You:

- Greater margin potential.
- Get paid faster - typically 5 days after delivery.
- More cash means you can sell more.
- Retain and expand your customer base.
- Minimise financial exposure.
- An additional credit facility, separate to your existing Arrow credit line.

### Your Customer

- Enable customers to get more of the technology they need.
- Access to better technology than they otherwise might have considered.
- Tax efficient acquisition of technology.
- Avoid upfront expenditure and spread payments.

Arrow offers simple, but flexible funding solutions for partners to build into their day-to-day business. Importantly, all funding solutions are underwritten by Arrow Capital Solutions and not handed-off to other third-party funders. This means should you or your customer ever have an issue, you only need make one call to us.

Whilst our aim is to make you as self-sufficient as possible, we are always on-hand to support and represent you.

### 6.4: Reporting - information at your fingertips

Whatever information you need we make sure you have it at your fingertips.

Within ArrowSphere you'll find a dedicated BI section that contains a selection of pre-built reports. If these reports don't provide the intelligence you need, custom reports can be built. Alternatively, if you already have reporting tools, APIs are available from the ArrowSphere platform to link into any ERP or web front end.

It's also possible to speed up the process and reduce the operational load by automating recurring reports so that they are delivered more efficiently and more accurately.

We've standardised the format of the reports across all of the different vendors available in the portal making it easy to compare and work across multiple vendors.

### 6.5: Marketing - increase revenue and accelerate sales

Whether you want to attract new prospects or win incremental sales from your existing base, the Arrow Marketing team has the skills, knowledge and experience to support you. Working closely with your BDM team they have an understanding of the Cloud market and Microsoft programmes.

We're committed to sharing our marketing expertise with our partners. And we help our partners deliver marketing strategies that really drive their business. We can help identify who's receptive to your offering and generate high-quality leads, nurturing those prospects, working with you to convert customers' interest into sales. We take digital and social to the next level and deliver excellent customer events.

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## Microsoft CSP is changing

White Paper

Channel enablement from Arrow equips your teams with the skills to sell advanced solutions. We share our insight into the vendors' development strategies, keeping you up to speed on their product road maps. We can help you to enter new sectors and extend the range of vendor technology you offer.

We offer a complete suite of marketing services to help you turn opportunity into reality and our highly qualified and experienced team are here to help you every step of the way in cost-effectively building your business.

## Start your Microsoft Cloud journey with Arrow

Don't be left behind, move to Arrow as your indirect Microsoft CSP provider today and grow your profitability in the Cloud.

Partnering with Arrow will decrease your time to market and increase your effectiveness. We will provide you with the systems, support, and services you need to grow your Cloud business and accelerate your profits.

Get in touch and get access to all the tools, support and services you need to grow your cloud practice.



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### In Person

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Call to talk or set up a face-to-face meeting with one of our knowledgeable representatives.

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Email us for answers to questions or to start a conversation.

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