

Leverage the Solutions Lab and Fill Your Pipeline with Storage Virtualization from IBM

Storage Virtualization Solutions from IBM give you more ways to reach every segment of the market—from SMB to Enterprise.

You want to sell this transformational storage technology, and the good news is customers are ready to buy! They just need a little help. Let us help you help them!

Make it easy by encouraging your customers to attend an online demo. In just 30 minutes, Arrow storage experts will demonstrate key options for IBM XIV®, IBM Storwize™ V7000, IBM SVC or IBM System Storage® N series—and provide guidelines for finding the best fit for a range of business needs.

Along the way, we'll also give your customers a quick intro to the big benefits of going with IBM, including features like scalability, system management and fast ROI.

This is a great opportunity to sell the latest virtualization technology and take advantage of newly available Arrow SmartCart Funds (see below for details). Don't let this incentive offer slip by!

Earn \$250 or \$500

Schedule an Arrow demonstration and your firm becomes eligible for new SmartCart Funds for subsequent partner activities.

Schedule just one Arrow demo for IBM XIV and earn \$500; schedule a demo for IBM V7000 and earn \$250; schedule a demo for IBM SVC and earn \$250; schedule a demo for IBM N series and earn \$250.

You can use the SmartCart Funds for a nice dinner, a sporting event, or some other special activity. The funds become available as soon as your demo is completed.

Program Details

To participate, all you have to do is:

1. E-mail us at storageIBMCOMM@arrow.com to schedule a 30-minute Storage Virtualization demo for one of the approved incentive offers.
2. Invite your customer to attend.
3. After the demo, send us an e-mail at storageIBMCOMM@arrow.com to confirm that your customer represents a valid opportunity. Include the following details:
 - Assigned sales representative's name.

- Assigned sales representative's e-mail address and phone number.
 - Brief overview of the end-user opportunity with estimated revenue.
4. Hold a follow-up activity with the customer who participated in the demo using the SmartCart Funds earned through this program.
 5. Schedule and promote new Arrow demos with your customers.

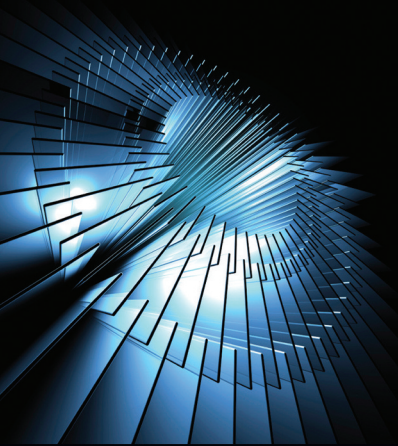
Other Things to Know

- The follow-up activity mentioned above must occur within 30 days of the remote demo.
- The activity must include a business agenda, and a copy must be sent to Arrow.
- The funds must be claimed through the Arrow SmartCart using itemized receipts, agendas, and lists of attendees for subsequent activities.
- Local IBM storage virtualization resources and customer decision makers (such as the CTO) or other influencers must be encouraged to attend your activity. Your Arrow storage brand manager can help you identify who covers your territory.

Centralized Management of Storage

Don't Miss Your Chance for Extra Funds

- Schedule your demos for any authorized solution category.
- Do it before June 30, 2011.
- Earn \$250 or \$500 in SmartCart Funds.
- Complete follow-ups by July 31, 2011.



Centralized Management of Storage

It's Easy to Participate

Schedule a 30-minute
Storage Virtualization
demo.

Invite customers, your
local IBM brand
specialist, and other
influencers.

Coordinate with your
Arrow storage brand
manager.

- This program expires June 30, 2011. You must complete all demos by June 30 and all follow-up activities by July 31, 2011.

To learn more about scheduling your remote demo, contact storageIBMCOMM@arrow.com.

Possible Activity Topics

Your activity must have a relevant theme such as:

- Competitive Positioning
- Pricing and Promotions
- Compelling Reasons to Buy Storage Virtualization from IBM



ARROW ENTERPRISE COMPUTING SOLUTIONS