



ARROW[®]

ARROW ENTERPRISE COMPUTING SOLUTIONS



Empower Solutions





Shannon McWilliams
Arrow ECS, IBM Group
Empower Solutions Leader

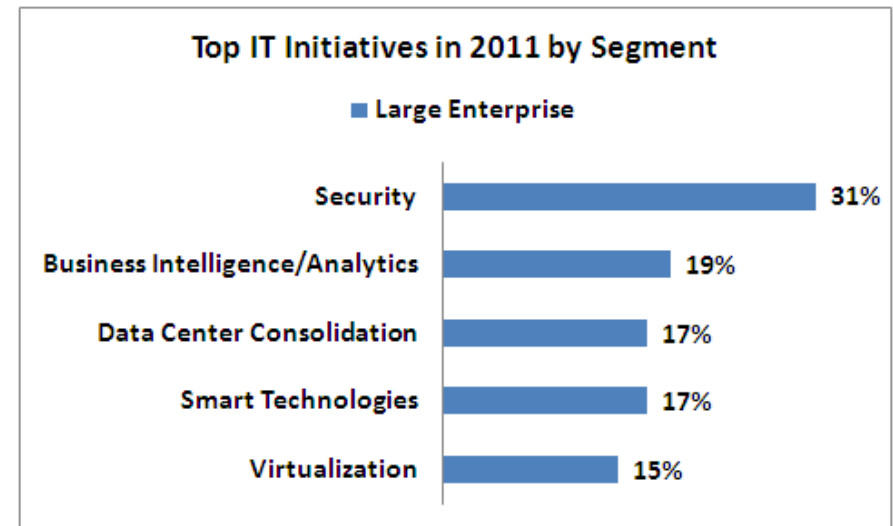
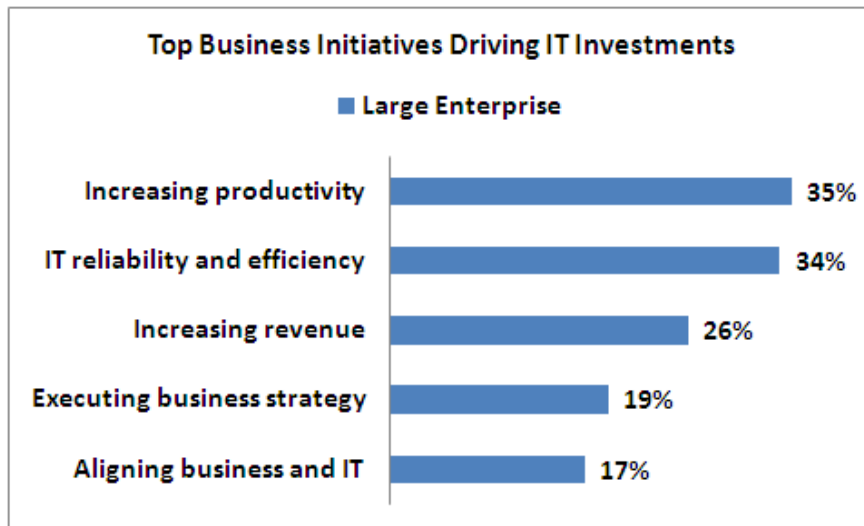
- Empower Solutions Alignment
- Empower Practice Leaders
- Marketing Empower Solutions
- Fusion Empower Services

CHANGING THE DISTRIBUTION VALUE EQUATION



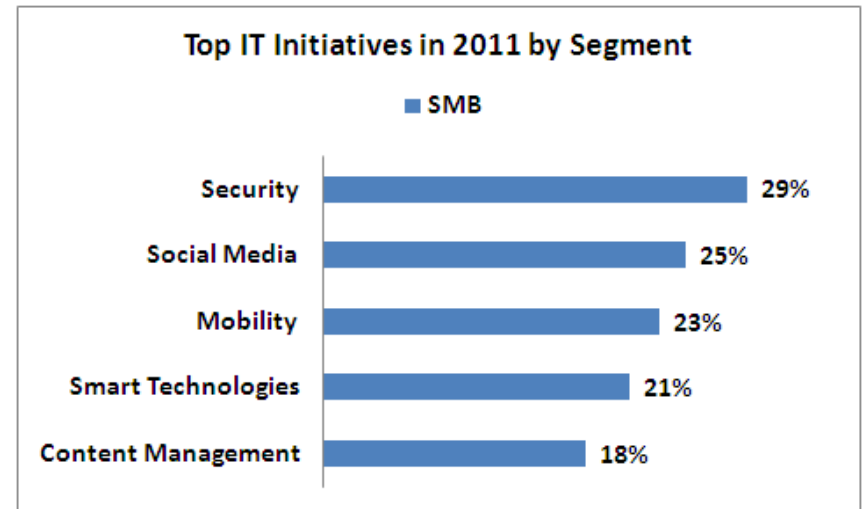
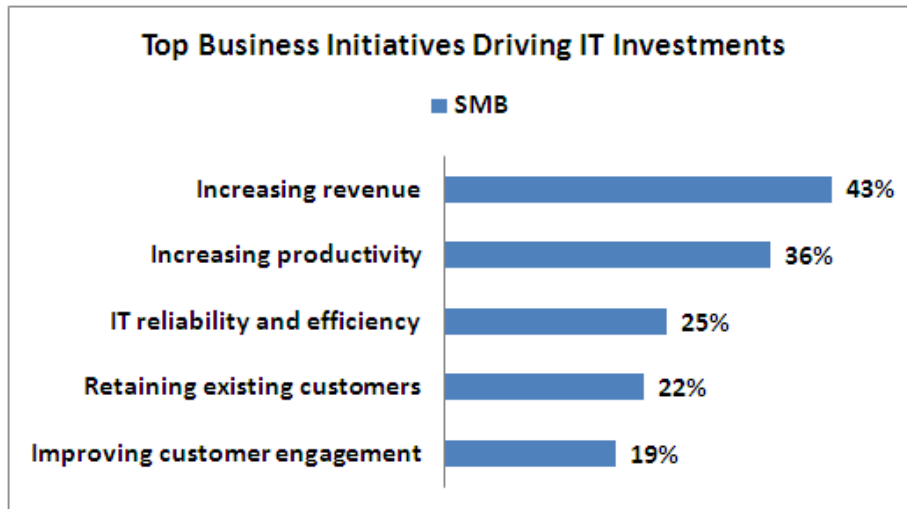
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Arrow understands the unique and demanding requirements of the data center.



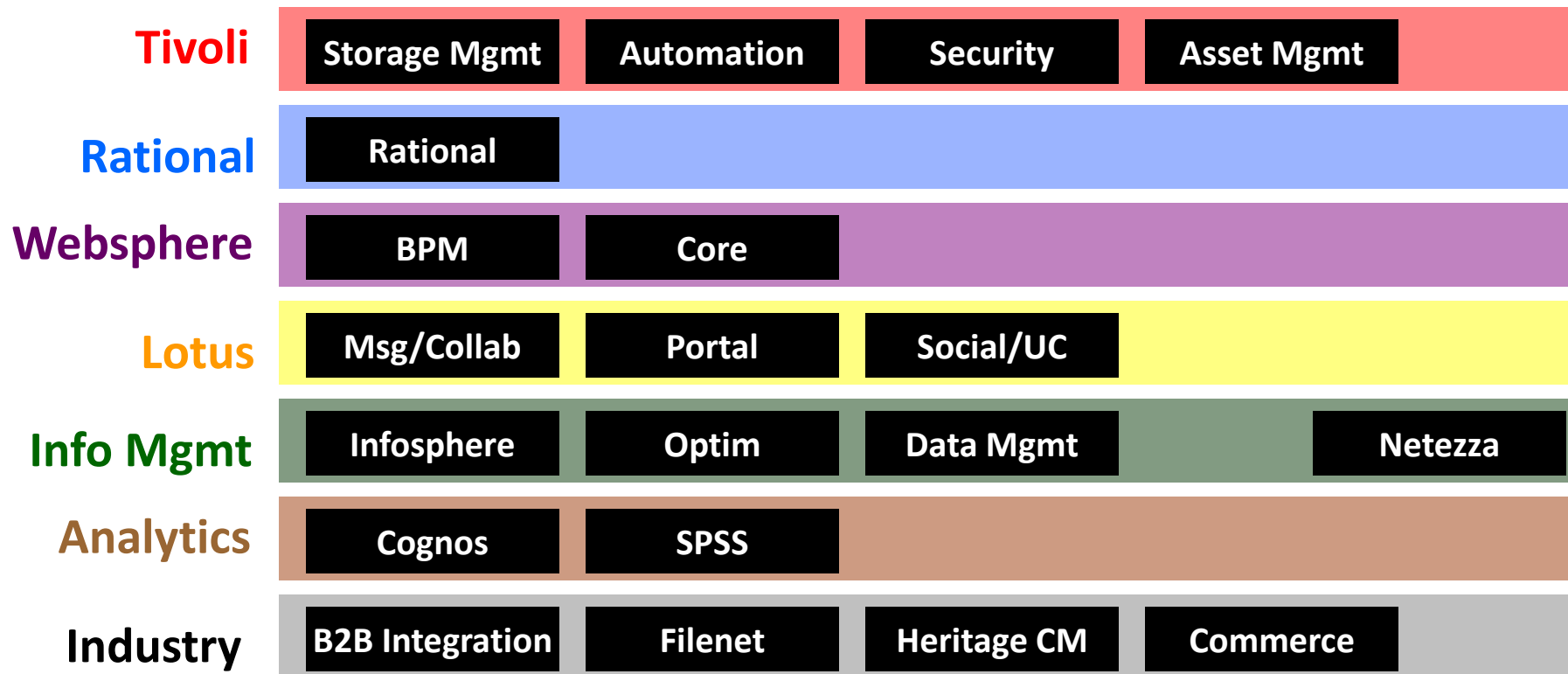
Source: IDC, 2011

Arrow understands the unique and demanding requirements of the data center.



Source: IDC, 2011

SVP Authorization Groups



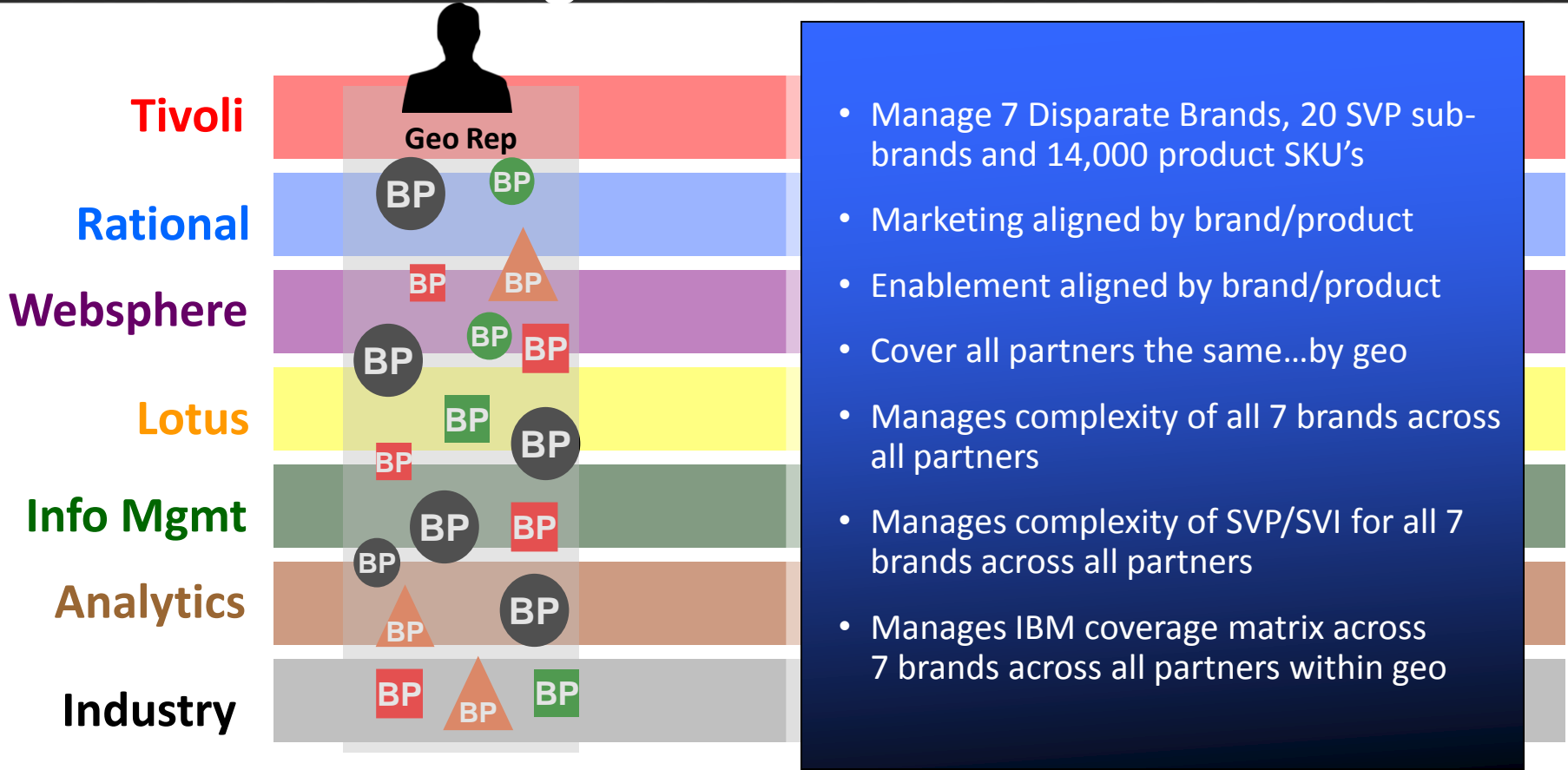
**20 Authorization Groups & Growing
14,000+ Product SKUs**

EMPOWER SOLUTIONS



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Historical Coverage



Primary Value

- IBM Program Mgmt
- SVP Authorization/Compliance
- Marketing Resource Deployment
- Transaction Management
- IBM Interlock
- Issue Escalation

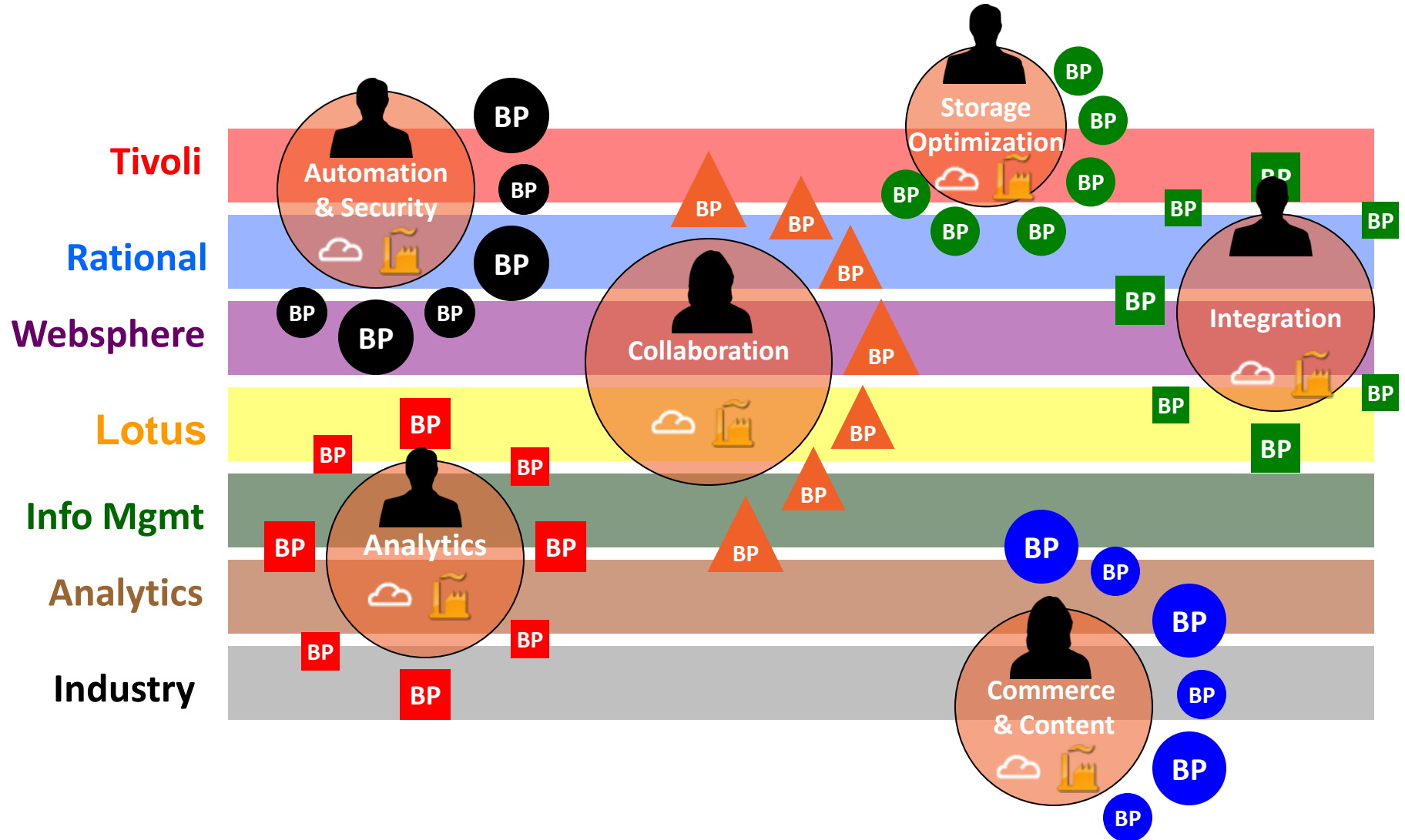
= Expected Value

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Solution Leadership



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ROLE OF PRACTICE LEADER

Grow the Channel



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Solution Market Knowledge and Direction

- Understand the direction of the market for the solution
- Understand the major trends in technology that effect that solution
- Understand where IBM specifically is going with the solution
- Develop and Deliver Market Intelligence

Deploy Solution Marketing

- Organize marketing offerings for the partners
- Coordinate demand generation opportunities with Marketing
- Make resource decisions around demand generation and enablement

ROLE OF PRACTICE LEADER

Grow the Channel



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Strengthen IBM Relationship

- Advise partners on the direction, trends, IBM promotions and IBM field engagement
- Engage with IBM brand coverage, conferences, and partner events

Deliver Arrow Value through Solution Practice

- Establish service offerings around the solution (Fusion)
- Coordinate enablement with George Tackla & technical team
- Direct investment resources from IBM and Arrow into partner growth and acceleration



Empowering Transformation

- **44%** of all vulnerabilities disclosed in 2010 had no vendor-supplied patches to remedy the vulnerability
- Nearly half (**49%**) of all vulnerabilities are Web application vulnerabilities

Solution Highlights

Tivoli Identity & Access
Mgr.
ESSO



Guardium, Tivoli Key
Lifecycle Manager (TKLM)



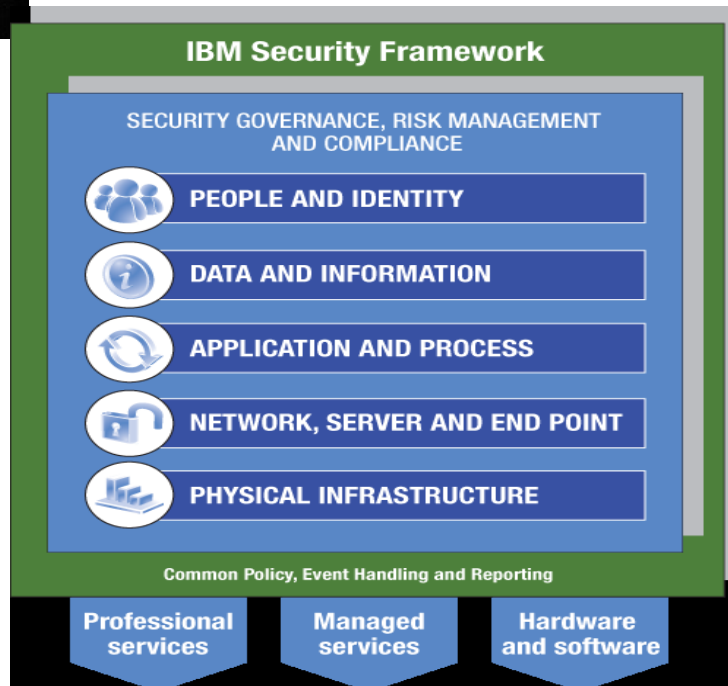
Rational Application Scan



IBM Security Solutions (ISS)
Tivoli Endpoint Manager



Digital Video Surveillance



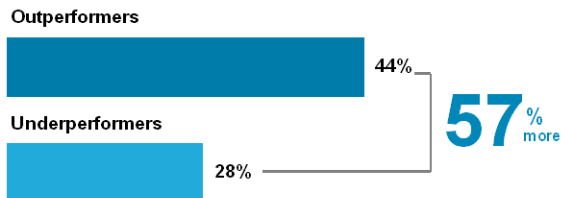
EMPOWER Collaboration Angelique Chappelle



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Use of collaboration/social networking to enable global teams to work more effectively



Source: IBM CIO Study, 2010

Note: Outperformers are derived from an analysis of the compound annual growth rate (CAGR) for 2003-2008 EBIT DA within industries. Outperformers represent companies above the median, n=203.

Empowering Transformation

- Businesses **need** solutions to bring together **people, processes and information**
- **38% of estimated growth** for the Social Business software market through 2014 according to IDC Predictions 2011
- **\$2B** estimated Social Business software **market size** in 2014
- **95% of standout organizations** will focus more on "getting closer to the customer" over the next 5 years*
- **80% of businesses** believe that collaboration is **absolutely critical** or **of great importance** to their businesses
- **95% of businesses** believe that using **social techniques will have a positive impact** in their business over the next 5 years*
- HR leaders believe that social techniques can drive and **improve their operational efficiency by up to 64%****
- **Companies using collaboration/social networking techniques** are more likely to be "outperformers" by as much as **57%****
- Key Drivers - **Drive Operational Effectiveness, Deepen Client Relationships, Workforce Optimization**

*IBM CEO Study

Solution Highlights

Social Media

- Social Business
- Unified Communication
- IBM Social Software

Web Experience

- Exceptional Web Experience
- Exceptional Work Experience

Development/Collaborative Lifecycle Management

- Agile Development
- Enterprise Modernization
- Quality Management

EMPOWER Storage Optimization

Neal Gronset



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Empowering Transformation

Data is growing 40% - 60% per year

- It takes longer for backup/restore, many copies of data and full backups make it worse, longer retention periods for more data

Higher service level requirements by end users

- Can't afford down time, can't afford to lose any data, anywhere any time, Governmental regulations, pressure on storage administration is mounting

Solution Highlights

- Tivoli Storage Reseller Authorization Group as well Select Tivoli Open Storage Products
- TSM, TPC, SVC, Fastback, Flashcopy, Information Archive and Tivoli Provisioning Manager



Key Question:

In a data disaster emergency, would you be confident that.....the right person, with the right training, will log into the right system, restoring the right data, to the right place in a timely manner without making anything else worse?

Set it and forget it is not a Storage Strategy

EMPOWER Integration

John Keegan



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Empowering Transformation

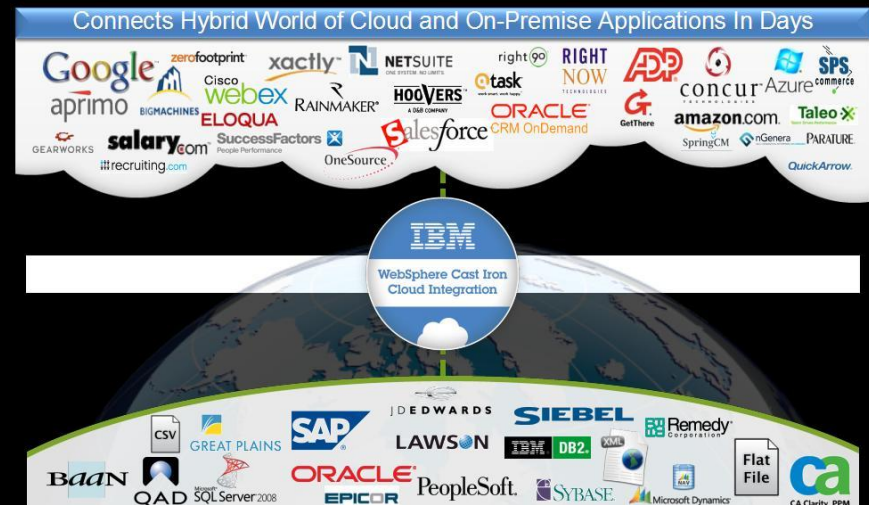
- “Websphere based solutions represent the top four subcategories from a growth perspective” (2011 IBM NA SWG Market Review)
- 2011-2015 CAGR for Business Process Management is 11%
- Cloud Integration is Hot!

Solution Highlights

- Application Integration
- Enterprise Efficiency
- Cloud Integration

Enterprise application integration

Linking applications, services, databases and legacy systems.



EMPOWER Commerce & Content

Dan Jenkins



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Empowering Transformation

- 45% of consumers seek advise from peers before purchasing
- On average, multi-channel customers spend 30-50% more
- 85% of customers expect seamless business across all channels
- 77 percent of CEOs say they do not have real-time information to make key business decisions
- 1 in 3 business leaders frequently make business decisions based on information they don't have or don't trust
- 1 in 2 business leaders say they don't have access to the information they need to do their jobs

Solution Highlights

- Commerce & Content are fundamental to business
- The age of Empowered Customers demand empowered solutions
- ECM is the set of strategies and practices that enables an organization to maximize value from content



Empowering Transformation

- Companies need business insight to make smarter business decisions
- IBM is building the most comprehensive BAO portfolio on the market
- Arrow's Empower Analytics is the most comprehensive program available

Solution Highlights

- Helping partners build and grow Analytics practice around Cognos
- Business Intelligence, Financial Performance Management, Predictive Analytics
- Data Warehouse – Netezza, Smart Analytics
- Big Data, Master Data Management

2011

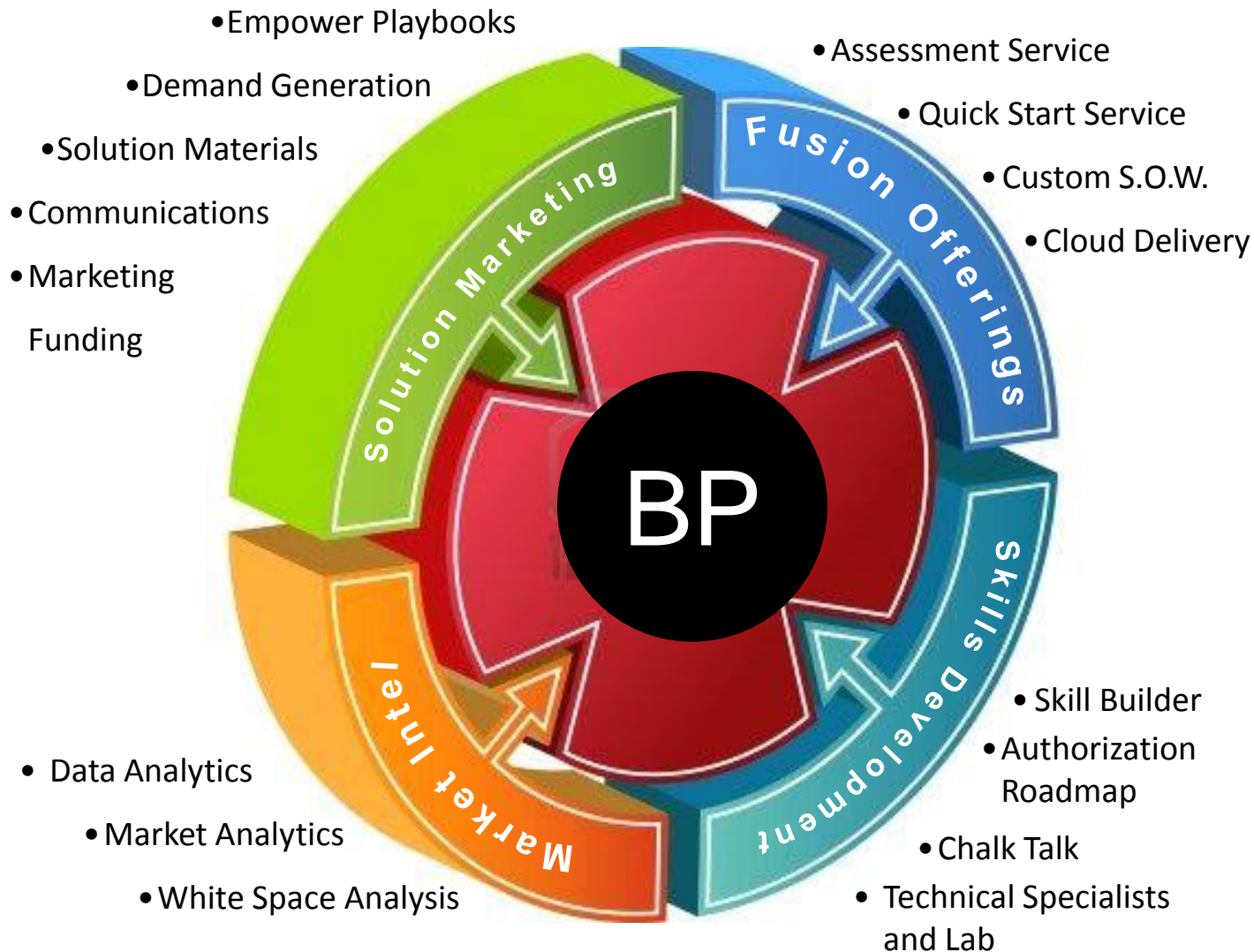


EMPOWER Marketing

Anne Kenyon



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FusionSM Professional Services

Mission

We deliver value to our partners, team members and shareholders through:

- ★ Application of cutting edge technologies
- ★ Industry-leading alliances
- ★ Adaptive, highly motivated and skilled resources
- ★ Unmatched customer excellence

Empowering Transformation

Professional Services continues to differentiate Resellers in the market.

- Arrow Fusion can provide a virtual bench to your existing engineers
- Arrow Fusion allows Resellers to extend their skill set without the liability of the headcount
- Access to new technology delivery methods such as public cloud offerings to remain competitive
- Higher margins (25-30% on average)
- Arrow Fusion never goes direct and follows your lead

Solution Highlights

- IBM Software implementations
- Power System Migration Assessments
- IBM Public Cloud Offerings; Backup and DR, SmartCloud Enterprise, Security, Desktop and Tivoli Live

Success Story

Tivoli Storage Manager Proof of Concept Implementation

WRAP UP and Q&A



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Call to action

Send a quick e-mail to our practice leaders if you're interested in building a 2012 strategy around a specific solution area

Webinar Series

Register for our "Get Empowered in 2012" series

Email campaign

Look out for more details on each of our 6 practices starting October 17th

October 17th Empower Analytics

October 24th Empower Automation & Security

October 31st Empower Integration

November 7th Empower Storage Optimization

November 14th Empower Collaboration

November 21st Empower Smarter Commerce

Replay and Slides

Will be sent after the call - please share internally

Question & Answer

EMPOWER Leaders

Empower Automation & Security - Jason Price, japrice@arrow.com, 770-625-7690

Empower Collaboration - Angelique Chappelle, achappelle@arrow.com, 770-625 -7634

Empower Storage Optimization - Neal Gronset, ngronset@arrow.com, 773-636-6416

Empower Integration - John Keegan, jkeegan@arrow.com, 678-947-8617

Empower Commerce & Content - Dan Jenkins, djenkins@arrow.com, 440-498-5310

Empower Analytics – Robert Spee, rspee@arrow.com, 770-625-7661

Empower Marketing – Anne Kenyon, akenyon@arrow.com, 770-625-7647

Empower Fusion Services - Greg Bruggen , gbruggen@arrow.com, 303-824-6430

Empower Solutions Leader - Shannon McWilliams, smcwilliams@arrow.com, 850-294-9266