

## **Nominee: Avnet Technology Solutions**

### **Nomination title: Avnet as VAD of the Year**

Avnet has been involved in the IT services and solution market for over 50 years. In the last 12 months Avnet has undertaken a significant change in focus to deliver solutions, services and programmes in areas of high growth including the Datacentre. Avnet's aim is to support partners as they evolve their businesses, find differentiation and add margin through added value. By removing risk and barriers to entry into new markets and technologies ie converged infrastructure and integrated solutions for the datacentre, with complete solutions Avnet has helped business partners' secure new business and customer loyalty.

#### Key Projects

- ♣ Avnet signed an agreement with DataCore Software Corporation in the UK to provide hosted storage and hypervisor solutions.
- ♣ Avnet has taken on the role of a solutions aggregator providing business partners with the ability to deploy Datacore and offer customers a hosted storage virtualisation solution on a monthly subscription basis. Providing bill support to partners and continue to distribute and support all Datacore products including SANSymphony-V
- ♣ Avnet has continued the development of its SolutionsPath™ methodology to drive opportunities in high growth areas. 74 partners and 18 vendors have engaged and £160k invested currently tracking £2.5m pipeline. Avnet launched its first vertical programme, HealthPath™ signing five partners and identifying two opportunities totalling £1.5m.
- ♣ Avnet CloudReady™ helps partners understand where they are today in Cloud. Plus Avnet has:
  - o “Bundled” products from different vendors e.g. exclusive HP Cloud-in-a-Box solution
  - o Awarded IBM Cloud Builders Specialty certification
  - o Designated an HP Cloud Centre of Excellence.
- ♣ New services to help partners secure incremental revenue and margin include:
  - o DDoS (Distributed Denial of Service)
  - o 24/7 helpdesk
  - o URenew: A licence renewal software platform which achieved 209% year-on-year growth in a RedHat pilot.
- ♣ Introduced NetApp Sales Accelerator (details below) to accelerate integrated data storage solutions. NetApp business has achieved over 200% year-on-year growth, closing £320K of business with £5m in the pipeline.
- ♣ NetApp and Microsoft entry level solution providing a simplified fast track option to virtualized storage and the next step into private Cloud deployment. It's highly accessible to partners through reduced complexity, entry level pricing and simplified messaging.

#### Key Online Projects

- ♣ SolutionsPath™ portal which includes 53 playbooks.

♣ NetApp sales accelerator online tool helps partners with training, lead generation and sales incentives.

♣ SocialonDemand: An online portal providing partners with a social media go-to-market capability which syndicates and disseminates targeted social media content from vendors to end-users via resellers. Giving resellers a regular stream of targeted content which they can post as their own and helping them build their social presence and positively influence end-users. The pilot with Microsoft achieved 83 business partner registrations with 119 social media accounts and 9606 connections (friends/followers).

♣ Leadmaster is a tool enabling partners to manage lead generation and report on performance that provides vendors with pipeline visibility.

♣ URenew: Contract renewals portal has been extended to include IBM hardware, Red Hat, Microsoft, IBM software, Symantec enterprise and software.

♣ Oracle Sales Toolkit-To-Go: An online portal where partners can look-up information about Oracle products and solutions while they're on the move.

♣ Estate Management Services: A powerful software engine, Unity, partners can use to help their customers understand/manage their IT estates; providing cost savings and process efficiencies. Availability, Credit and Distribution Services

♣ Avnet's Network Delivery Performance Table showed an average of 97% order accuracy across all regions and delivery service types. During 2012 Avnet revamped its financial offerings to offer a wider range of tailor made solutions and flexible approach to credit facilities. Avnet measures success through the achievements of its partners and vendors. Based on a commitment to expertise and a culture of business development designed to drive business across more than 2500 active partners and a choice of 97 different vendors Avnet works to deliver profitable growth to all its partners. While continuing "business as normal" Avnet has rolled out SolutionsPath™ giving partners the knowledge and resources necessary to deliver solutions into high-growth vertical markets. CloudReady™ is one of Avnet's four technology practices that utilises SolutionsPath™ to help partners target specialised Cloud opportunities.

Other SolutionsPath™ practices:

♣ Storage and Data Management

♣ Datacentre Optimisation and Virtualisation

♣ Unified Communications

♣ Collaboration and Mobility

Finally, new service offerings such as the DDoS (Distributed Denial of Service) and 24x7 helpdesk services gives partners an opportunity to added value to their customers by extending services provided by Avnet. Key vendor and industry accreditations are highlighted by the following awards for Avnet's performance in the last year:

- ♣ CommVault European Distributor of the Year
- ♣ Hitachi Data Systems Distributor of the Year
- ♣ HP Software Distributor of the Year
- ♣ Avnet is the only Oracle UK VAD with full Oracle Red Stack contract (Apps, Technology and Hardware)
- ♣ “Best performing IBM Software Distributor” at IBM’s channel conference
- ♣ Equanet Excellence Awards Distributor of the Year 2012
- ♣ Avaya Distributor of the Year Endorsements and Testimonials

Avnet has shown the real value a distributor can add. They’ve introduced several new vendors; we’ve appreciated they’ve incorporated a full programme of sales and technical training for staff plus sales and marketing plans. Avnet’s account Manager has been a breath of fresh air making Avnet a seamless entity. Their approach and the value they are bringing to our business and customers, saw them win Distributor of the Year. Matthew Hilton, Equanet Category Manager. Avnet set itself apart from the crowd with this exceptional performance. This focused, tailored and intensive approach is the definition of value added distribution, benefiting partners and NetApp enormously. Peter Rawden, Channel Sales Director UK and Ireland, NetApp The programme provides structure to build knowledge; the bundles make the product far simpler to sell, while leads and incentives motivate sales people. In all, a comprehensive programme to bring success. Matt Compton, Senior Business Development Manager, Bytes Software

### **Why nominee should win**

- A commitment to support partners as they evolve their businesses, find differentiation and add margin through added value
- Avnet’s innovation, for example in becoming a datacentre solutions aggregator allowing partners to offer a hosted storage virtualisation solution on a monthly subscription basis
- A strategy to build a portfolio of converged infrastructure and integrated solutions including datacentre solutions
- SolutionsPath™ methodology which focuses on making key high growth markets, including datacentres, more accessible to partners
- New services such as DDoS (Distributed Denial of Service) and 24x7 helpdesk services for business partners to offer to their customers