Get to Market Fast with Pre-designed, Validated Hardware Platforms

Developing and managing hardware is a challenge for product managers and engineers responsible for software within Original Equipment Manufacturers (OEMs) and Independent Software Vendors (ISVs) environments. Hardware is necessary to deliver their solution, yet less and less differentiation is available in today's hardware designs, leading to a no-win situation where investment in hardware is critical but cannot create a differentiated advantage.

As a necessary part of your software solution, you need hardware that provides stable performance and generates high customer satisfaction. Arrow's Reference Design offerings make it easier with pre-designed and validated hardware platforms. As the building blocks of your hardware portfolio, Arrow's Reference Designs enable you to get to market faster, reduce hardware product management time, and tap into our depth of engineering expertise.

How Do Reference Designs Work?

Working with the most popular models from leading brands, our team will recommend models that will provide an optimal experience based on your hardware needs and requirements. Once we find the right product lineup, you can choose our standard settings, components, and optimizations or work with us to customize to your needs. Our New Product Introduction (NPI) process ensures your solution is ready for scalable production. You can rely on Arrow to manage the lifecycle, select the best component combinations for price and performance, and provide simple branding options. And, you can take advantage of Arrow's proven worldwide expertise, global resources, and local compliance and regulations knowledge for your international engagements and product rollouts.

With Arrow's Reference Designs:

– Pre-designed and validated hardware platforms save time

– Full order ships in 10 to 30 days for a first article

Minimize Time and Cost Pressures with Arrow's Pre-designed and Validated Reference Designs

Speed	Time	Simplicity	Cost	Customization	Ongoing Maintenance
Full order ships in 10 to 30 days instead of 30 to 75 just for a first article	Your product team has a starting point, saving them time	Pre-optimized, default settings	Only pay engineering fees for deviations from the standard	Easy branding options, components can be changed for a cost/time tradeoff	Arrow takes care of the roadmap and updates

Benefits of Reference Designs

Speed: Cut down the time to market availability from weeks to days. Arrow pre-validation means that when the product hits our integration center, we are ready to build, whether you need 1 unit or 1,000.

Time: Instead of starting from a blank sheet of paper, your team can review our existing lineup and focus only on the gaps. Our market experience means we will give you a solid starting point for your designs.

Simplicity: Arrow takes care of the details and lets you focus on what differentiates your solution. Spend more time on your customer experience and less on the details.

Cost: Reference Designs eliminate many development fees and the need for development hardware. You also save opportunity costs by freeing up your engineering resources.

Customizable: Arrow's Reference Designs are pre-designed without being inflexible. Basic customization options are easy to implement and support significant customization requests much faster than ground-up designs.

Ongoing Maintenance: Our team of engineers and product managers works with our branded partners to develop forward roadmaps, which means you have a clear plan as technology evolves. Our engineering team tests and validates new driver and firmware releases to ensure the platforms are up-to-date on any required updates.

Arrow Goes Beyond the Basics

Arrow's Reference Designs are a solid foundation on which to build your offering. We extend this foundation with additional engineering and support services to enhance your offering, including:

– Customization services
– Advanced product management services
– Design and engineering services
– Software/hardware benchmark testing
– Field installation
– Post-sales technical support to end-users and partners

Our extended services offering expands your hardware design, development, and management capabilities. The Arrow team of experts works with your team, bringing industry knowledge, best practices, and the scale of Arrow to your business.

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