Arrow ISV Appliance Program

Fuel Growth and Maintain a Competitive Edge

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Making the Switch to a Software-Centric Business Model

Many organizations that have traditionally built hardware are shifting their focus to a software-centric business model, requiring capable partners to deliver the critical hardware for their solutions. To help in this transition, Arrow's ISV Appliance Program is a low-cost alternative for companies that have traditionally built or managed the hardware. Arrow can help you offer a seamless customer experience, scale your business, support your channel strategies, and maximize margin goals.

Arrow's ISV Appliance Program:
– Helps combat intense competition from software-led companies by freeing up resources for software development
– Offers standardized hardware solutions that bring seamless integration capability
– Delivers out-of-the-box scaled solutions with global reach
– Eliminates the complexity of bringing to market hardware and software solutions
– Reduces the total cost of solutions development
– Enables customers to be in line with broader technology trends without the need for massive investments in hardware departments

Arrow is a proven partner for companies that provide an integrated hardware-software experience but do not want the overhead of managing the hardware.

– Arrow handles all elements of the hardware offering, including inventory, management, roadmap, and support.
– Arrow sells the hardware through the partner's existing channels or through our own Arrow channels.

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Benefits of the Arrow ISV Appliance Program

Elevate Your Customer Experience	Support Your Channel Strategies	Scale Your Business	Minimize Risk with a Trusted Partner
– Get optimized price-performance products backed by global supply chain capabilities – Receive the Arrow product management support for creating and handling appliance product offerings – Rely on proven product engineering and product introduction processes for a seamless out-of-box experience – Resolve customers' issues with the Arrow global after-sales support over the phone or onsite. Repair services are available	– Integrate Arrow with your existing sales channel or sell through Arrow's IT and OT channels – Expand customer reach with new routes to market – Optimize your business and operations with a custom engagement that includes hardware-only or the complete hardware-software solution	– Re-allocate hardware costs to investments in software product differentiation, user interface, and customer experience – Get global reach with Arrow's global infrastructure for the supply chain – Achieve financial metrics and create custom plans to meet your cash flow needs with Arrow Capital Solutions – Increase valuation and investor attractiveness by transitioning to higher software-led margin models	– Build industry-leading solutions with Arrow's broad technology and supplier portfolio – Leverage Arrow's market expertise in industrial, retail, healthcare, security, data center, and more – Take advantage of our proven experience with over 170K customers globally

Solutions providers transitioning to a software-centric business model and intending to deemphasize the hardware sales portion of their business can trust Arrow for hardware management needs.

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Contact us today

Email: IntelligentSolutions@arrow.com

Online: www.arrow.com/AIS

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Five Years Out