

ANNO

FUTURE

Ready

ACE

Partner Programme

WELCOME TO THE ARROW CLOUD ENABLEMENT (ACE) PROGRAMME

Getting you Future Ready, with Arrow

The ACE Programme has evolved. We have heard what our partners have said and responded to your needs, ensuring that together we will create, build and transform your business into a specialist cloud practice and help you focus on providing the very best cloud products, services and solutions to your existing and future customers.

The ACE Programme is about supporting you, your business and your customers, whilst capitalising on this huge cloud opportunity.

Working with our cloud specialists and dedicated vendors, we'll help you build your cloud business based on high demand and profitable solutions. Using our unique cloud delivery platform 'ArrowSphere', our robust cloud portfolio and the best cloud people in the channel, we will support you wherever you are in your cloud journey, from taking your first steps into the cloud or if you've already established your cloud business and are ready to grow.

Whether you build, resell or integrate cloud services or if you're uncertain of exactly what is available to you, Arrow's ACE Programme will give you everything and everyone, you need to establish and grow a profitable and sustainable cloud services business, adding recurring revenues and increasing customer satisfaction.

From the moment you embark on your cloud pathway with Arrow, we will be there supporting and assisting you, every step of the way – **ensuring you and your business are Future Ready!**

HOW WILL ARROW HELP YOU ACHIEVE THIS?

The process is simple. With you at the core of the ACE Programme we are committed to welcoming and onboarding you in person, without automation. This will ensure that from the get-go, via your dedicated Arrow Business Development Manager/Customer Success Manager we will fully understand your business and your objectives.

“We rate ArrowSphere so highly that we use it as a benchmark for what we’d like to achieve with our own systems. As a business we’re really impressed by what the platform does.”

Simon Barnes -
Riverlite

Arrow’s Future Ready steps are:

ONBOARD

Explore and develop the cloud opportunity for you and your customers.

PLAN

Build out and expand your proposition and decide how you’re going to take Arrow’s cloud products to market.

EDUCATE & ENABLE

Equip you for success in all aspects of cloud, from product and tech to sales and marketing.

EXECUTE & DEVELOP

Keep your cloud business on track now and build over time.

REWARD

Celebrate success and reap the rewards!

SUPPORT

Supporting you, and your customers with whatever you need, whenever you need it!

Arrow will help build your business plan, working with you on how to succeed as an ACE Partner.

This Arrow partner-led commitment means you and your business will be treated as an individual, this is not a one-size-fits-all scenario.

Starting with an assessment of what pathway and specialism will suit you best, we will also want to understand your business, assessing what training you need, what people, customers and prospects you have and ultimately how we can help you to build pipeline.

WHY IS THE ACE PROGRAMME DIFFERENT?

Arrow has crafted and designed a bespoke scalable and partner-led programme that will provide you with everything required to build and expand a successful and profitable cloud business.

PARTNERSHIP LEVELS

Our three levels of partnership reflect your specialist or focus areas within the Arrow ecosystem, as set out below. Depending on your level and commitment, you'll get qualifying access, rewards, support and advantages.

But this partner programme is different – it's all about you, **your needs** and **your business** objectives – and how we can work with you to achieve them.

If you can demonstrate existing capability or competency in a cloud-related business or you have a desire to develop and pursue a cloud specialism, as an extension of your current business operation in order to become your customers go-to cloud solution experts, then the ACE Programme is for you!

You could be up and running in just a few weeks, making a real difference to your current business; expanding your portfolio to cloud solutions and services, AND increasing your revenue streams.

And that's just the beginning because once you're part of the ACE Programme, you and your business will be Future Ready.

So, which 'A' are you going to be... and become, as you work with Arrow to maximise your cloud services? You get to choose your own pathway, and your own focus, depending on which is right for your business.

ADOPTER

ADVENTURER

AMBASSADOR

PARTNER CHOOSES PATHWAY: DIGITAL WORKSPACE, MODERNISING DATACENTRE, EMBED SECURITY, DATA AND THE EDGE

ADOPTER		ADVENTURER		AMBASSADOR	
BENEFITS Arrow Standard 24/7/365 Support Training in core competencies Sales and Marketing Assets ArrowSphere 1-1 Access Management Workshop Access to Customer Success Manager My Cloud Portal Enablement Cloud Development Planning Access to Group Workshops Access to Package Cloud Assessments		REQUIREMENTS Sign up to at least 1 Programme Transact through ArrowSphere Open Revenue Requirement Signed ACE Partner Agreement		BENEFITS Everything available in Adopter API Integration Support Support to access MDF Funds (vendor allowing) Priority Access to Events Marketing Support Planning Business Development Planning Bespoke Margin Accelerator Lite Plan Access to discounted Arrow Education courses	
BENEFITS Everything available in Adventurer End user BI Analysis Bespoke Margin Accelerator Plus Plan Access to discounted arrow education courses & microsoft competencies Bespoke Telemarketing Campaign Dedicated BDM Aligned Individual Workshops Named Cloud Architect Resource		REQUIREMENTS Sign up to at least 2 Programmes 2 certified professionals in vendor competency (cloud) Generate a revenue of at least €20-60k MRR in Public Cloud Commit to regular marketing activity/lead gen Business Plan inc. Technology Plan with BDM, reviewed 6 months Maintain status, review annually with 6 months grace		BENEFITS Everything available in Ambassador End user BI Analysis Bespoke Margin Accelerator Plus Plan Access to discounted arrow education courses & microsoft competencies Bespoke Telemarketing Campaign Dedicated BDM Aligned Individual Workshops Named Cloud Architect Resource	
REQUIREMENTS Sign up to at least 3 Programmes Have 4 certified professionals in vendor competency (cloud) Generate a revenue of at least €60k MRR with 5% growth in Public Cloud Business Plan inc. Technology Plan with BDM, reviewed quarterly Become an ACE thought leader Maintain status, review annually with 6 months grace					

THE ARROW WRAP AROUND



OUR PLATFORMS

Our two state-of-the-art platforms will simplify and expediate your cloud solutions business as well as optimising your customer experience – you’ll soon wonder how you managed without them.

ARROWSPHERE

ArrowSphere – recently recognised in an IDC survey for leading marketplaces – is an award-winning multi-tier platform, which streamlines and facilitates the connection between cloud service providers, partners and customers - getting your cloud services up and running, fast!

Access to ArrowSphere will help you meet your customers’ requirements, whether it’s to purchase leading cloud products, manage IaaS, PaaS and SaaS solutions or monitor activity with powerful BI tools, all backed by best-in-class services and support. You also benefit from:

- Unique cloud provider catalogue
- End-to-end cloud services lifecycle management
- Tailored solutions to build your perfect cloud reselling workflow
- State-of-the-art cloud management tools
- Arrowsphere truly enables a successful digital transformation and accelerates your cloud growth

MYCLOUDPORTAL

MyCloudPortal further extends the capabilities of ArrowSphere out to your customers - as a self-service portal, and it’s completely customisable with your branding.

In a nutshell, it helps you to maximise your cloud business, minus your time and effort to process the transactions, because your customers get direct access and are able to purchase cloud services, manage cloud subscriptions plus much more, all independently from one single place.

It’s really partner-friendly and there are lots of features for you to pick and choose from like managing your catalogue, customer management, and visibility of your customer landscape - allowing you to cross sell by customer.

“Arrowsphere has enabled our MS Cloud Solution Provider business to increase by 260% and this is a direct result of working closely with Arrow.”

Jaime Neail, SCC

“ArrowSphere and ConnectWise together provide the ideal platform to support our growing business. If there are partners using ConnectWise and ArrowSphere that aren’t using this integration, I would recommend 100% that they do it.”

Adrian Sweeney, Planet IT

INSIDER KNOWLEDGE

Watch these videos to see Marco D’Angelo and Vincent Payne chat about the ACE Programme. What it is, how it’s evolved over the years, and how it creates a pathway, enabling partners to build specialisms within the Arrow Cloud Partner Ecosystem. And ultimately how it facilitates the complete Cloud journey - wherever you are on that journey and whatever you need - through a partner-led, bespoke and unique-to-you framework of support and world-class cloud solutions.



Marco D’Angelo - Cloud & Services Sales Director, UK&I Arrow ECS. [WATCH NOW](#) →



Vincent Payne - Director of Technology & Services, Arrow. [WATCH NOW](#) →

TRAINING & SUPPORT

Our four pillar support methodology underpins ACE.

The ACE Programme, charts and supports your journey to establish or develop a profitable and sustainable cloud services business, through a comprehensive structure of training and support, which is tailored to your individual needs.

SALES SUPPORT

All round enablement on cloud basics and vendor offerings. Training on both Arrow platforms and tools so you're in control of the sales process, making it easier to cross-sell and up-sell.

TECHNICAL SUPPORT

Pre-sales training and enablement on cloud technology and cloud vendors, with the necessary technical training and certification.

MARKETING SUPPORT

From the initial groundwork right through to planning your go-to-market strategy. Plus, PR and social media advice and access to Channel Advisor – our integrated on-demand source of channel and market intelligence.

FINANCE SUPPORT

How to finance deals and drive recurring cloud business, as well as help around the compensation framework.

NEXT STEPS TO BECOME FUTURE READY WITH ARROW

To learn more about Arrow Cloud Solutions and how the ACE Programme will accelerate your cloud journey and get you Future Ready, give us a call on **0800 983 2525** or email ECS.GB.ACE@arrow.com.

[Subscribe](#) to Channel Advisor for the latest cloud news from Arrow.

Arrow's support team are in place ready to help you achieve what you need to drive additional revenue.

ARROW
FUTURE
Ready **ACE**
Partner Programme

ARROW
Five Years Out

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