

Hewlett Packard Enterprise



Company Overview

Hewlett Packard Enterprise (HPE) creates new possibilities for technology to have a meaningful impact on people, businesses, governments, and society. With a broad technology portfolio that spans servers, converged infrastructure, storage, hyper-converged networking, services and IT infrastructure — HPE delivers solutions for your customers' most complex challenges in every region of the world.

HPE Key Solutions

HPE offers enterprise information technology infrastructure solutions, including multi-vendor customer service, IT management software, information management solutions, security intelligence, risk management solutions, artificial intelligence, computing at the edge, and enterprise servers, storage, networking, technology, support and maintenance.

Arrow: A Technology Services Company

Partnership

Arrow has been an HPE partner since 1997. The benefits of being an Arrow value-added partner include:

- Extending and supporting supplier reach
- Demonstrating customer-centric sales discipline
- Offering current and emerging enterprise line card
- Accelerating solution selling
- Delivering superior customer experience
- Making it easy to do business

Our Team

Arrow's HPE team includes the largest number of HPE resources in North America comprised of executives, field sales, partner specialists, engineers, supplier managers, leasing experts and marketing professionals.

Awards and Recognition

- 2018 HPE Global Distributor of the Year
- 2016 HPE Global Distributor of the Year
- 2016 HPE North American Distributor of the Year
- 2016 HPE North America Distributor of the Year for SmartChoice Program

Customer Service

- Our partner specialists are sales- and technical-certified and have dedicated accounts, as well as a queue for partner support (hpeisrteam@arrow.com).
- We are a channel leader with configuration and quote SLAs, usually within 4 hours or less.
- Our Deal Desk offers free registrations and escalated pricing (hpedealsupport@arrow.com).

Sales Operations Support

Arrow's sales coverage includes quoting, special pricing, order tracking and deal registrations.

Supplier Management

Arrow's supplier managers support planning, operations, tools, communications, strategic investments, events, training and demand generation. They also develop individualized business-line marketing plans that align with HPE's go-to-market strategy. Our Build, Enable, Grow strategy is here to help you transform profitability every step of the way.

Arrow Solutions Lab

The Arrow Solutions Lab provides you with the latest products from leading hardware and software suppliers, coupled with experienced engineers that can help you design, test, demo and, ultimately, sell the right solutions to your customers. Our labs are capable of emulating small, medium and large IT infrastructures, and will help you address server, storage, software, networking and security solutions.

Supplier Facts

- Headquarters: Palo Alto, Calif., USA
- Global Presence: Americas, Europe, Middle East, Africa, Asia-Pacific
- Stock Exchange: NYSE – HPE
- Fiscal Year: Nov. 1 to Oct. 31
- Distribution Model: Hybrid
- Website: www.hpe.com

Solutions Lab/Technical Services include:

- Five HPE-certified technical engineers that provide configuration support, training consultations and pre-sales technical support
- Solution architects and customer demo/ POC services
- Designing and deploying integrated solutions and bundles
- Technical briefings and CEC events
- Complimentary use of lab in Alpharetta, Ga., for customers and end-users

The lab's HPE portfolio includes servers (blades and rack mount), converged infrastructure, business-critical servers, storage and hyper-converged, networking and various software offerings that are updated annually.

Proprietary Arrow Sales Tools

- **MyArrow Portal and MyWorkspace** provide you with access to all your interactions with Arrow through a single login. It has all the tools you need to operate, manage and continue to grow your business; and its self-service functionality allows tracking of orders and viewing of invoices 24x7.
- **Arrow's Market Intelligence team** can quickly and easily provide accurate market intelligence that will help you identify new prospects, analyze end-user demographics and define your strategies.
- **Arrow's RenewIQ tool** will help you generate more leads with higher attach and renewal rates for your service offerings. It offers a single location for comprehensive views of your services, maintenance/renewals, hardware/software portfolio and opportunity pipeline, including contract and warranty expirations.
- **Other Arrow offerings and tools:**
 - Arrow is an **HPE dedicated learning provider** that offers HPE training and certification classes (edu.arrow.com/us).
 - **Partner demand generation programs** help generate sales leads.
 - **HPE PowerStart** provides new partners with HPE and Arrow on-ramp enablement.
 - **HPE certification analysis and mapping services** are available to partners.
 - **Online HPE Virtual Specialist tool** offers enablement and competitive information on HPE products and services (www.arrow-hpevs.com).
 - **HPE MVP Enablement Program** provides lead generation programs for new HPE products and services.
 - **Arrow communications** keep you up-to-date on the latest channel news from Arrow and HPE.

International Offices and Coverage

Arrow has offices in the following countries: United States, Canada, Denmark, United Kingdom (under ComputerLinks), Brazil and Australia.

Arrow IoT Innovator Program

Arrow has a three-pronged approach to our IoT aggregation strategy that includes solutions, partners and services. We enable you to provide complete IoT solutions, including design, prototype, hardware/software integration, analytics/security and sustainability. Since Arrow leads the market with a comprehensive channel strategy for IoT, we are positioned to support solutions from edge to application, sensor to sunset.



Arrow End-to-End Solutions

Sensor to sunset is a spectrum that encompasses the lifecycle (end-to-end capability) of technology development. From the initial idea to the final product and back to the start.

- We can help find the shortest distance between inspiration and profits with **solution architecture and design**.
- We can help iterate quickly and scale globally by **prototyping to scale**.
- We expand your **routes to market** and ensure an **intelligent channel** with renowned global supply chain and logistics support.
- We help seamlessly merge platforms with **hardware and software integration**.
- We help design **multi-vendor solutions** utilizing our Cloud, Security, IoT and Data Intelligence practice areas.
- And finally, we can help unlock and unleash the value hiding in yesterday's innovation with **reverse supply chain and asset deposition and a reuse-first philosophy**.

Public Sector Contracts

immixGroup holds several contract vehicles that you can use when selling HPE solutions to your government customers. A variety of federal, state, local and cooperative procurement options are available, including GSA IT Schedule 70 and NCPA contracts. With its wide array of contracts, immixGroup can help HPE reach federal agencies and the over 90,000 organizations that make up the state, local and education (SLED) market, including:

- State agencies
- Cities
- Counties
- K-12 school districts (public, charter, and private)
- Higher education institutions
- Healthcare organizations
- Non-profit organizations
- Church/religious organizations
- Federal agencies

Arrow Global Services

Arrow will help you further extend your value to your customers through additional lifecycle services from design and engineering services, fulfillment services, manufacturing and managed services, system decommissioning and beyond. With our combined expertise, you can deliver more value and higher margins. For more information on all our service offerings, contact us at Arrow_Services@arrow.com.

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