ARROW

White Paper

Arrow partnerships deliver turnkey business solutions for video surveillance market

Combining engineering, logistics and business process management with hardware and hyperconverged infrastructure (HCI) software partners, Arrow builds an ecosystem to address the video surveillance market while ensuring partner business success.

In every challenge lies an opportunity. Take an increasing reliance on data, for instance. Businesses are using data to either sustain operations or feed revenue models, making information technology (IT) functions critical to survival. That has thrown several challenges at the IT department's doorstep:

1. Companies are generating copious amounts of data that keeps growing exponentially and must find home somewhere without increasing costs. Particularly challenging is sustaining video surveillance requirements that account for over 50 percent of IoT-generated data. Video surveillance created the most of all types of data in 2017, reaching 15.1 Zettabytes (ZB), and will continue growing at 42 percent every year.

2. Legacy infrastructure is holding back IT delivery efficiency, speed and, in some cases, solution feasibility. Transportation hubs, universities, casinos and governments are all struggling with their traditional IT servers and storage area networks (SANs) that are unable to cope with data protection and recovery issues, and the heavy workloads of video.

Many organizations are turning to HCI, which allows a single, cohesive system comprising virtualized elements of compute, network and storage. That means the system can be centrally managed, easily deployed and rapidly scaled.

Converged systems have previously helped organizations ease some of the IT challenges by bundling certified hardware to meet business needs that were easily envisioned. However, the market demand today is for greater scalability and agility than is afforded by cobbling together of various hardware components. CIOs want complete solutions, particularly in the video surveillance industry that previously neither required nor managed digital data centers.

Contents

V | **Five Years** Out

CHALLENGE: ADDRESSING THE VIDEO SURVEILLANCE MARKET WITH HCI

A software-defined storage startup saw in these challenges an opportunity to build a business around HCI products that combine policy-based management, inference and orchestration capabilities, and high performance to automate management, resource allocation, workload mobility and data placement across a hybrid cloud.

However, simply having the software would not have ensured success for the company because the market wants complete solutions. The company needed support in such necessary tasks as integrating its product with industry-leading hardware to customer specifications, managing inventory, logistics, deployment and billing. To sustain business growth in the face of a more established competition, the company needed to focus on its core strengths and innovation instead of fussing over business support activities and complex customer IT requirements.

The company needed end-to-end services that take a ready product from customization to deployment and support.

SOLUTION: ARROW AND LENOVO PARTNERSHIP EASES BUSINESS BURDEN

Arrow, with its global engineering resources and partners like Lenovo, provides just such a service. Lenovo's entire range of products, their integration and testing are included in Arrow's support system that spans:

1. Supply Chain & Inventory Management: This includes tasks like inventory planning, process analysis, e-commerce, global pricing and compliance, transportation services, kitting, material planning and sourcing, and ship-to-dock logistics.

2. Design Engineering: Arrow's global engineering resources satisfy clients who demand services like customized chassis, and touch screen and standard-based computer architecture solutions.

3. Global Logistics: Arrow handles export compliance, streamlined product transit, and various materials movements right from pre-design to global market delivery.

4. Global Manufacturing & Integration: Arrow uses a unique CopyXact methodology to handle manufacturing at multiple locations and offers such facilities as integration centers and warehousing close to customers, meeting any demand for hardware solution design, custom packaging, ruggedization, system diagnostics, and product compliance and testing.

5. Post-Manufacturing Support: This includes fulfillment, warranties and repair of goods sold, and even end-customer hardware support.

6. Asset Disposition & Reverse Logistics: Arrow manages functions like resale of assets and inventory, processing, recycling and reintegration of returned materials, while maintaining data security and complying with regulatory guidelines.

TRANSFORMATION: ARROW'S TURNKEY SERVICE ADDRESSES VIDEO SURVEILLANCE MARKET

The HCI startup engaged Arrow in 2015 to deploy a Lenovo-based solution. That success quickly expanded the relationship to include a global distribution agreement and eventually a partnership that, with Lenovo hardware, includes configuration and integration services for the company's customers.

With Arrow managing inventory, integration and engineering design services, the HCI software company was able to focus on growth and clocked a 56-percent increase in customers over the Q4 2017-to-Q1 2018 period and a 60-percent increase in bookings in Q1 2018 compared to Q1 2017.

That is a pace of growth any company would be stretched to sustain without the end-to-end services from Arrow.

BENEFIT: A PARTNERSHIP TO SUCCESS

Video surveillance is growing beyond safety applications like body cameras and drones, to penetrate new areas, such as casinos to identify the types of players walking the floor, utilities for thermal imaging to measure grid performance, and buoys to identify vessels approaching ports.

The partnership with Arrow has allowed the software vendor to expand globally as their video surveillance market rapidly grows beyond safety and security, and into business intelligence applications that directly contribute to financial and operational gains. Arrow has helped reduce time-to-market, increased efficiency and given the company a competitive advantage that was necessary to take on established players.

Backed by $22 billion in assets, including 300 sales facilities and 45 distribution and value-added centers serving over 80 countries, in-house engineering and logistics expertise, and partner Lenovo, Arrow is well positioned to take businesses on a high-growth trajectory. Arrow not only manages non-core activities for technology companies to mitigate supply chain risks and reduce operational expenses (OpEx) but assists with engineering services, such as product validation and integration, too. In short, companies gain a partnership that leads to success.

Inquire about your partnership to success with Arrow here.