

Case Study

How a Leading Security Software Company Broke Through the Hardware Ceiling with Arrow and Dell Technologies OEM Solutions

When a leading security software company sought to take a product from concept to global production, they turned to Arrow Intelligent Solutions for help.

HOW DOES A SECURITY SOFTWARE EXPERT APPROACH LAUNCHING A HARDWARE APPLIANCE?

A leading company in the security market vertical had a problem — they wanted to launch their own branded hardware appliance but couldn't do it on their own. With deep skills in security and software, this organization did not historically focus on the functions needed to bring a piece of hardware to life, such as hardware engineering, quality assurance, supply chain, and trade compliance. Furthermore, this company wanted the product to launch globally, but its footprint was mostly in the U.S. and limited markets abroad. The challenge of launching this hardware appliance worldwide — and offering network segmentation and device management across diverse environments — was massive. So they turned to a trusted source — Arrow Intelligent Solutions.

THE POWER OF COLLABORATION

This top-tier security company had partnered with Arrow in the past, so they were already familiar with some of Arrow's capabilities. When they inquired about how Arrow could help get their hardware project from the concept phase into production, they discovered that Arrow offers services that reach far beyond what they had leveraged in the past. Arrow Intelligent Solutions has worked with more than 200,000 customers for more than 25 years to provide the tools, technology, and resources to manage the complete product life cycle.

For this project, Arrow reached out to Dell Technologies OEM Solutions — the #1 OEM provider worldwide and one of Arrow's key strategic partners — to help manage the unique challenges this security organization was facing.

MOVING QUICKLY AND DELIVERING RESULTS

With Arrow, Dell Technologies OEM Solutions, and this security company working together in lockstep, they were able to come together and build a plan to move forward quickly and scale at velocity. Dell Technologies OEM Solutions and Arrow recommended server platforms that met the branded hardware appliance requirements, including the appropriate CPUs, memory, storage, networking adapters, and custom BIOS configurations.

Arrow developed concepts for branded bezels and shipping containers and a pool of its country kits to ensure that each destination country received the right power cord. Dell Technologies' safety and regulatory certifications would permit the customer to ship its appliances to customers worldwide. Arrow enabled distribution by acting as the customer's shipping arm, fulfilling all orders directly to the end customers while keeping a close eye on orders and inventory to ensure an uninterrupted supply chain.

Finally, together with Arrow, this company was able to complement

its distribution capabilities by taking advantage of Dell Technologies' Delivery on Demand (DOD) program to hold servers in Dell Technologies' Nashville warehouse and pull products as needed.

The end results were nothing short of extraordinary. By partnering with Arrow and Dell Technologies OEM Solutions, this security organization was able to grow their business by as much as 20% in 20 new country markets worldwide. Additionally, they were truly able to do "more with less," and Arrow Intelligent Solutions helped them avoid having to add headcount of at least ten individuals in the areas of logistics, engineering and other areas of operations.

ARROW INTELLIGENT SOLUTIONS: COMPLEMENTARY STRENGTHS TO BOLSTER YOUR BUSINESS

Arrow helps drive innovation forward — and that means lending our scale and expertise to our customers where they need it the most. For this leading security and software organization, Arrow and Dell Technologies OEM Solutions could act as the hardware and supply chain experts. At the same time, the company could stay laser-focused on delivering best-in-class security solutions. By working with Arrow, this software organization was able to provide an outstanding hardware solution as well as tap into services that helped with every

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step of the product life cycle — from production and supply chain logistics to order fulfillment and returns.

Over time, the project evolved as the company and its customers scaled, but with Arrow's Intelligent Solutions, the company was able to tap into a flexible solution that remained responsive to problems and opportunities as they presented themselves.

A PARTNER YOU CAN RELY ON

From initial hardware design and engineering to manufacturing and fulfillment, to professional and support services, Arrow understands the unique challenges you face. For this leading security company, working with Arrow meant opening new doors and growing their business.



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