ARROW

Why Choose the ISV Appliance Program?

Technology solutions providers face an increasingly complex task of integrating hardware and software to create differentiated value propositions.

Simultaneously they have to contend with new competitors, who are unburdened by legacy systems, offering software-only cloud-based solutions to customers.

To be effective in the current market landscape, organizations have to shift focus to a software-centric business model and rely on capable partners to deliver critical hardware solution elements.

1

What is the ISV program?

With our Independent Software Vendor (ISV) Appliance Program, Arrow makes it easy for hardware providers to make the transition to a software-centric business model. Our team handles all elements of the hardware offering inventory, management, roadmap, support, and sells the hardware either through the partner's channels or through Arrow channels.

Why the Switch to Software Only?

57% Stay competitive

54% Increase revenue

48% Improve expectations

41% Achieve higher margins

34% Access untapped markets

But Purpose-Built Hardware is Still Critical

> By **2025**, around **75%** of enterprise-generated data will be created and processed outside a traditional centralized data center or cloud.
>
> *- Gartner*

2

Top challenges for hardware providers

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.

Intense competition from software-led companies

Reduced hardware-based differentiation

Cheaper hardware

Achieving scale & global reach

Inventory costs

3

What's in it for you?

Companies transitioning to a software-centric business model and intending to de-emphasize the hardware sales portion of their business can rely on Arrow's integrated hardware-software experience to successfully manage the hardware. Arrow's ISV Appliance Program enables you to:

1

Elevate Your Customer Experience

Resolve customers' issues with the Arrow global after-sales support over the phone or onsite as well as receiving optimized price-performance products backed by global supply chain capabilities.

2

Support Your Channel Strategies

Integrate Arrow with your existing sales channel or sell through Arrow's IT and OT channels while expanding customer reach with new routes to market.

3

Scale Your Business

Re-allocate hardware costs to investments in software product differentiation, user interface, and customer experience. Achieve financial metrics and create custom plans to meet your cash flow needs with Arrow Capital Solutions.

4

Minimize Risk with a Trusted Partner

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.

Get started today

Apply for Arrow's ISV Appliance Program

ARROW
Five Years Out