



Managing Hardware as a Software-Centric Business

Software-focused business models are key to meeting evolving customer demands and capitalizing on new business opportunities. With Arrow, you can offer hardware and software for a complete solution minus the hardware management and overhead costs, helping you accelerate growth and achieve higher margins.

Simplify Hardware Management to Focus on Software

Being a software-centric business does not mean eliminating hardware; it means managing it differently. The Arrow ISV Appliance Program offers a strategic approach to hardware management outsourcing, enabling you to optimize operations and allocate resources more efficiently. By leveraging Arrow's expertise, you can streamline your processes and focus on developing innovative software solutions.

Discover how [Qumulo](#) achieved an impressive 20% increase in gross margin as part of the Arrow ISV Appliance Program.

ISV Program Benefits



Better use of Capital

The Arrow ISV Appliance program enables customers to optimize capital allocation by streamlining the hardware procurement and integration process, reducing upfront costs and freeing resources for strategic growth.



Higher Margin Percentage

By leveraging Arrow's efficient processes, hardware expertise and global supply chain capabilities you can reduce operational expenses and achieve higher margins.



Focus on Core IP

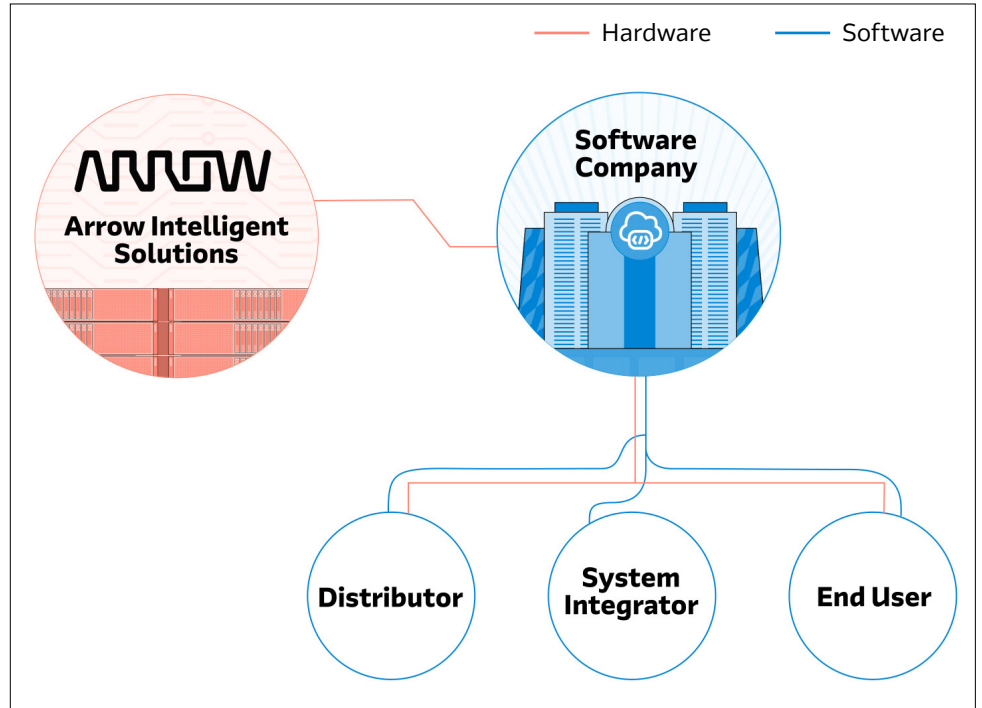
By minimizing focus on hardware and operations, this program allows companies to concentrate on what really matters: creating unique solutions that distinguish them from their competitors.

Your Channel of Choice

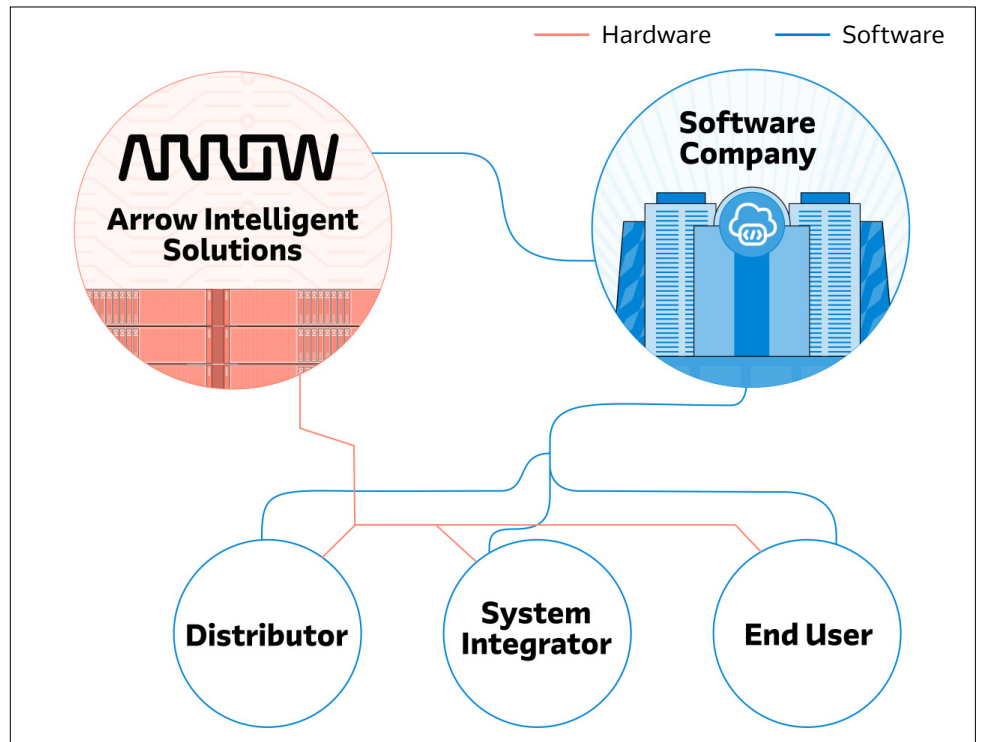
The Arrow ISV Appliance Program ensures a seamless end-to-end customer experience, including optimized order transactions. Offering one or two purchase order (PO) options can streamline operations, reduce administrative overhead, and simplify the order fulfillment and payment process. The PO models also enhance pipeline visibility and improve budgeting and forecasting, whether you sell directly to the end-user or through distributors or channel partners.

Transaction Options

One PO Model: A single purchase order for both hardware and software allows the delivery of a complete appliance with efficient procurement, fulfillment, and payment processes. With this PO model, the end customer receives a single invoice.



Two PO Model: The two PO model allows the flexibility of managing hardware and software transactions separately, providing greater control over procurement, while still leveraging Arrow's expertise to manage hardware.



The ISV Program with Arrow and Dell OEM Solutions

As part of the ISV program, you can access industry-leading technologies from our trusted technology suppliers, like Dell's edge storage, servers, and ruggedized products powered by Intel® and NVIDIA processors. With Dell's broad, purpose-built portfolio, you can confidently design a secure, scalable, and customizable appliance.

Arrow and Dell work together to offer a highly differentiated technology and services stack that accelerates innovation and time-to-market.

Servers



Dell provides advanced server solutions designed to meet diverse application needs. Leveraging cutting-edge technologies from industry leaders like NVIDIA and Intel®, these servers offer superior processing power, scalability, and efficiency.

Storage



Dell Technologies OEM Solutions delivers enterprise-grade storage infrastructure tailored for OEMs, featuring NVMe-optimized arrays and software-defined storage platforms with multi-protocol support.

Ruggedized Solutions



Dell solutions for rugged environments are industrial-grade products certified and built for durability, withstanding extreme heat, dust, shock, and vibrations.

Client Solutions



Arrow and Dell Technologies OEM Solutions offer pre-configured and customizable laptops, desktops, and workstations with features like extended lifecycles and ruggedized options for specific environments.

Arrow's ISV Appliance Program leverages an extensive technology ecosystem, products and services portfolio, expertise, and scale to simplify your operations and enhance your offering. Let us help bring your products to market faster and grow your business effectively.

[Learn more](#)

