



Case study

Arrow gives Microsoft partners new growth path with Dynamics 365 and Power Platform

Global Microsoft Indirect Provider helps partners expand practices with business applications

Arrow is one of the world's largest providers of technology solutions, with 210,000 customers and US\$37 billion in sales in 2022. In 2016, Arrow became a Microsoft Indirect Provider through the Cloud Solution Provider (CSP) program, scaling up practices in Microsoft 365, Azure, Dynamics 365, and Power Platform to support partners in unlocking the potential of the cloud. While initially Modern Work demand from its channel was the strongest growth driver for Microsoft Cloud solutions, for the past three years, the indirect provider has seen demand for business applications accelerate as its partners seek to diversify their businesses and customers look for new solutions to digitally transform their processes.

"As an organization, we see huge potential for our partners around business applications," said Brendan Murphy, Global Director of Public Cloud at Arrow. "The last few years have seen quite drastic transformations in how organizations need to work—they need deeper insights, greater adaptability, and increased flexibility. The combination of Dynamics 365 and Power Platform is a great way for our partners to unlock new revenue streams while supporting their customers to meet the challenges facing their businesses."

Power Platform opens up new customer opportunities

Arrow has a foundation of programs and processes that help partners incorporate new technologies to grow their businesses. For example, its Build Program focuses on assisting partners in standing up new Power Platform practices. Launched in Europe in



About Arrow

Arrow is a global provider of technology products, services, and solutions, helping make the benefits of technology accessible to as many people as possible. As a Global Indirect Provider for Microsoft, Arrow helps its channel partners transform into cloud services leaders.

Microsoft Business Applications focus
Dynamics 365, Power Platform

Headquarters

United States

Microsoft Business Applications partner since 2016

Partner benefits

Enabling partners to increase market footprint, grow pipeline, improve efficiencies, and deliver new customer outcomes

Programs and services available to help partners expand their practices



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Brendan Murphy
Global Director of Public Cloud, Arrow

2022, the Build Program created a partner training framework that provided resources and knowledge to extend existing Modern Work, Azure, or Dynamics 365 practices with automation and business intelligence. The trainings were delivered in a series of workshops across 10 countries over a six-month period.

“We invested in this Power Platform program because it is very easy to show customer impact quickly,” said Brendan. “The ability to automate and simplify tasks for organizations helps them do more with less, and gives our partners new ways to support their customers in driving greater business outcomes.”

MPY is a provider of information and communication technology (ICT) solutions based in Finland serving companies and public administration organizations nationwide. With a mission to be the leading technology and automation partner for its customers, the partner offers comprehensive ICT solutions focused on cloud and server, information security, infrastructure, end user services, professional services, telecommunication and voice services, as well as intelligent automation.

“MPY was focused on Modern Work and Azure implementations. However, we saw the appeal of adding Power Platform to our practices to improve workflow automation and business insights around Teams, SharePoint, and Azure. The Build Program allowed us to attend workshop trainings and get additional guidance on how to build our own delivery competency, as well as lead-generation strategy,” said Tom Sandell, Business Director from MPY Yrityspalvelut Oy.

“Working with Arrow, we were able to accelerate extending our existing practices to include Power Platform and have already onboarded several customers. Our early success is promising and we look forward to expanding our partnership in the future to be a full-stack Power Platform provider,” continued Tom.

Better Together initiative augments Modern Work partner opportunities

Another offering that Arrow provides to help partners diversify their Modern Work practices is its Better Together initiative. This program helps Dynamics 365 partners to create repeatable offerings with fixed-price and fixed-outcome packages that they can suggest to Microsoft 365 resellers to generate and qualify Dynamics 365 opportunities. Once an opportunity is qualified, Arrow connects these two partners together so they can address the lead as a team that has knowledge and expertise to provide comprehensive implementation services.

“We connect Microsoft 365 and Dynamics 365 partners so that they can reach new markets together,” said Brendan. “Part of our strategy in working with our partners is helping them unlock new opportunities and deliver new customer outcomes. With the Better Together initiative, we can create a bridge to building a sustainable

The logo for MPY, consisting of the letters 'MPY' in a bold, orange, sans-serif font.

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MPY Yrityspalvelut Oy

practice around business applications using our extensive partner ecosystem. It is a win-win for both partners and the customer.”

Navakka Group, a Finnish partner specializing in Dynamics 365 Business Central, joined the Better Together initiative to grow its footprint in its local market by helping Microsoft 365 partners improve operational efficiencies for small and medium businesses. Since joining the program, Navakka has doubled its recurring revenue year over year and has a strong pipeline for this year.

“Through the Arrow Better Together initiative, we’ve seen our pipeline increase significantly,” said Sami Saadetdin, CEO at Navakka Group. “In addition to providing training, advisory services, and lead-generation support to help accelerate our growth, Arrow has also helped us to network with new and different partners, making it possible to offer more versatility to our customers.”

Continued focus on partner innovation and growth

Arrow plans on continuing to invest in helping its partners develop solutions around Dynamics 365 and Power Platform, including investigating Microsoft programs like the High Volume Program to help further facilitate both practice-building and partner-to-partner (P2P) connections. “We already have partners asking us to re-run our Build Program for Power Platform,” said Brendan.

As customers are demanding more business-application-centric services, Arrow has focused its business to ensure that its partners have the tools they need to drive successful outcomes. “Customers want to see partners continuously adding value, and Dynamics 365 and Power Platform are gateways for our partners to unlock that opportunity. We’ve already seen great success with partners moving into this area and building their skills, and there is a huge potential out there for the rest of our channel,” Brendan concluded.



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**Sami Saadetdin
CEO, Navakka Group**

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