



## Winning with CloudHealth

# CloudHealth Partner Program

Your customers are looking for a better way to manage multi-cloud costs. CloudHealth delivers with a unified platform that improves visibility, optimizes spend and enhances FinOps practices broadly across public clouds.

For customers, it means a powerful solution to manage cloud investments more effectively. For partners, it means a proven path to unlock new value and generate bottom-line growth.

Achieve high margins

Discounts and incentives available

Reoccurring revenue model

Fast time to value

## ACCELERATE YOUR MARGIN

CloudHealth provides a partner-centric commercial model designed to ensure you build a profitable and scalable CloudHealth business from day one:

Structured discounts on MRSP for clear, protected margin

Incentives for net-new CloudHealth wins to drive profitability

Incumbency protection on renewals to maintain recurring revenue

### Available partner models



#### Managed service provider (MSP)

Partners leverage CloudHealth to deliver full managed services for FinOps, cost optimisation, and cloud governance. MSPs own the customer relationship and deliver high-value recurring services built on the CloudHealth platform.



#### Resellers

Partners identify customers who want to purchase CloudHealth directly and manage it internally. Resellers earn margin on the transaction and benefit from the CloudHealth commercial model without requiring a services layer.

### Meet businesses where they are

**Include CloudHealth with the sale of new public cloud services** to help customers maximize business value from investments.

**Add CloudHealth to existing public cloud services**, enabling customers to better manage and optimize current clouds.



### Align to market needs



#### Optimize cloud costs

Help manage multi-cloud spend and drive efficiency by rightsizing resources, eliminating waste and optimizing cloud instances.



#### Enhance FinOps

Bolster and streamline financial operations by centralizing cost management and informing cloud budgets, forecasts and allotments.



#### Enhance governance

Enforce policies, maintain audit readiness and gain real-time visibility to support regulatory compliance initiatives.



#### Reduce CapEx

Support the shift toward OpEx with a pay-as-you-go platform that reduces overhead requirements while accelerating strategic cloud goals.

## Forge a path to profitability

CloudHealth and Arrow help you grow your bottom line with proven strategies to monetize services and deliver meaningful impact for customers.

### Market differentiation

Solve for top-of-mind cloud priorities.

- **Value-add positioning:** Stand out from the crowd by delivering consultative, outcome-based engagements tied to CloudHealth offerings.
- **Multi-vendor alignment:** Map to and complement existing cloud investments (i.e., Microsoft, AWS, VMware, Cisco, etc.).

### Margin uplift

Generate more revenue and avoid commodity resells.

- **Recurring and annuity streams:** Position your solution as subscription- or consumption-based to create predictable revenue beyond one-time software sales.
- **Partner incentives:** Discounts off MSRP, additional discounts for new business and incumbency protection on renewals.

### Increased service revenue

Enhance your stickiness factor.

- **Service layering:** Take advantage of professional service and managed service revenue opportunities to maximize the impact of CloudHealth capabilities.
- **Insights and reporting:** Deliver monthly and quarterly reviews to cement your role as a trusted advisor.

### Joint collaboration

Simplify how sellers demonstrate value.

- **Enablement:** Amplify efforts with training, playbooks, marketing campaigns, co-sell motions and dedicated seller support across the deal cycle.
- **Sales acceleration:** Lower the barrier to entry with proofs of concept, free assessments or trials.

## Why Arrow for CloudHealth

As the exclusive global provider of the CloudHealth platform, our investment, support and go-to-market activities help ensure your success — every step of the way.



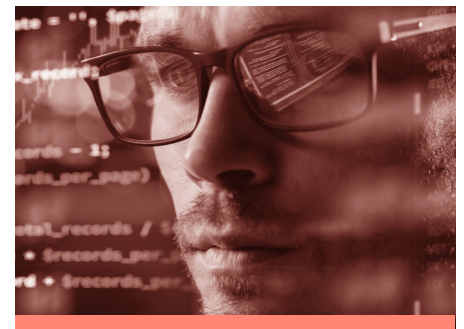
### Proven track record

Our deep roots and expertise in providing IT solutions, services and support help drive operational efficiency at scale.



### Commitment to innovation

We remain at the forefront of cloud and AI, offering partners an unmatched ability to navigate complex IT and business landscapes.



### Leading service

With knowledgeable staff, deep technical knowledge and robust frameworks, we deliver the highest level of dedicated support.

## Lead the multicloud era.

[Get started with CloudHealth today.](#)