

Taking an **intelligent approach** to data storage

Networked enterprise storage solutions



Avnet Technology Solutions is a global value-added distributor of enterprise-computing products, software and services with locations in more than 30 countries. As a global technology sales and marketing organisation, Avnet has sales divisions focused on specific market segments and a strategy enabling an exceptional level of attention to the needs of its customers and suppliers.

The Avnet partner network

The key to successful long term partnerships is mutual benefit and synergy. Avnet's partner network offers effective added value by making it easy for partners to benefit from opportunities together. The close interlocking of committed businesses within the network allows partners to effectively broaden their own portfolio of solutions.

Our Business Partners include

- Value-Added Resellers (VARs)
- Independent Software Vendors (ISVs)
- Original Equipment Manufacturers (OEMs)
- System Integrators
- System Houses.

Avnet Inc. at a Glance

- Stock exchange listing: NYSE (AVT)
- Founded: 1921
- Commercial register entry: 1955
- IPO: 1959
- CEO: Roy Vallee
- Headquarters: Phoenix, Arizona
- Employees worldwide: 11,800
- Branches worldwide: 300
- Annual revenues FY08: USD 17.95 billion.



Avnet Technology Solutions is a leading distributor of networked enterprise storage solutions. Avnet's strengths come from a portfolio of carefully selected Vendor Partners, a highly successful and experienced team of storage professionals and a close trusted advisor relationship with many of Europe's most respected storage Business Partners. At the heart of Avnet's capabilities is enterprise-class storage solutions.

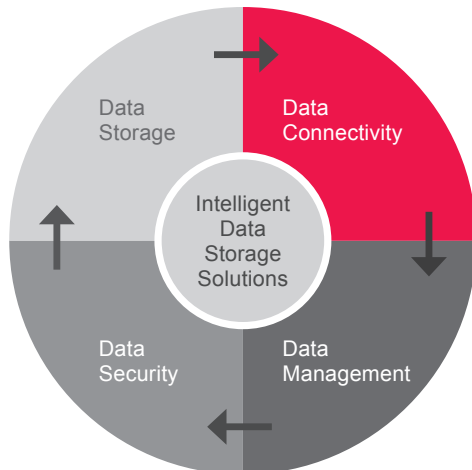
Enterprise-class storage and networking

With the current explosion in storage requirements, the channel will find that end-user customers demand intelligent management and protection of their information, not just the desire to throw more capacity at the problem of rapidly growing data. Business Partners will need to provide enterprise-class storage solutions and as such should look for a distributor able to provide 'cradle to grave' support.

With Avnet's exceptional customer service and technical experience we take the pain, complexity and risk out of delivering enterprise solutions, leaving Business Partners to focus on their core business – meeting the needs of end-user customers.

Taking an intelligent approach to data storage

Taking an intelligent approach to data storage is central to the success of enterprise-class storage solutions. Intelligent data storage considers aspects such as where data resides, how it is stored, how it moves around, how it is managed, what use is made of it and most importantly, how it is protected. Avnet's approach to intelligent data storage has been classified into four quadrants:



Using this 'four quadrant' model, Avnet's sales and technical teams make it easy and painless for Business Partners to sell sophisticated enterprise storage solutions to their customers.

Data storage – where data resides.

Establishing the specific needs of every customer in terms of:

- Storage Area Networks (SAN)
- Network Attached Storage (NAS)
- Backup
- Archive.

Data connectivity – infrastructure providing access to data.

What standards to adopt and which technology to use?

- Fibre Channel
- iSCSI
- Infiniband
- 10Gb Ethernet
- FCoE (Fibre Channel over Ethernet).

Data management – technologies and solutions to deliver cost effective and efficient management of stored data.

Data management includes:

- Storage virtualisation
- File Area Networks (FAN)
- Content Addressed Storage (CAS)
- Backup verification
- De-duplication
- Migration
- Storage policy and firewall.



Data security – an important and often overlooked final component of any intelligent data storage solutions approach. Security of data needs to be considered while data is both at rest and in transit:

- Encryption – data at rest and in transit
- Backup management
- Backup verification
- Data replication.

Getting it right first time

Having the right portfolio from carefully selected vendors is just the start. Identifying the right product combinations to create the right solution and delivering that solution right first time is what counts.

Joe Tucci, EMC's Chief Executive Officer, was quoted in SNS Europe (Oct 08) as saying, "Digital information growth is exploding globally on a massive scale, affecting consumers, business and organisations of all sizes. The research company IDC predicts that by 2010, while 70% of the digital information worldwide will be created by individuals, 85% of it will become the responsibility of organisations."

As this responsibility increases, organisations will look to their trusted advisors and Business Partners to help them manage their mountains of data. As such, Business Partners will need to get their solutions right first time.

Avnet adds value

Avnet understands this need to get it right first time and has proven processes to support its Business Partners and knowledgeable people able to **provide accurate quotations, pre-sales assistance and project delivery**. Avnet understands that Business Partners need to feel confident in Avnet's support when selling complex storage solutions. For Business Partners to get it right first time, Avnet has a whole series of support functions available.

Marketing

Working as an extension to a Business Partner's existing marketing function or as a temporary marketing department, Avnet will help generate opportunities via all areas of the marketing mix.

Financial services

Avnet offers an attractive range of financial packages to help Business Partners explore ways of lowering the cost of financing large deals.

Pre-sales and business development

Business Partners can take advantage of experienced, fully vendor accredited storage experts to provide advice and guidance with:

- Product selection
- Specification
- Compatibility
- Interoperability
- Design.

Logistics

World-class logistics lowers costs and offers flexible ways to ensure Avnet delivers solutions on time. Business Partners can be confident the delivery promises they make to their customers are honoured and that their reputations are kept intact.

Demonstration facilities

With access to the £multi-million freshly updated customer demonstration facility, **THE [resource]** in Avnet's UK headquarters in Bracknell, plus an additional venue in Warrington in the North of England, Business Partners can organise demonstrations and proof of concept sessions for customers. Alternatively loan equipment can be arranged and full configuration support is always available.

Integration and implementation services

Avnet's range of professional integration and implementation services can be call upon at any time. It makes certain Business Partners can deliver on any IT challenges they face, without needing to make large resource investments.

Partnering

Where appropriate, Business Partners can tap into Avnet's extensive network of partners to find organisations with skills outside their core competency.

Post-sales

Avnet is always on hand to help with post-sales installation and operational queries, warranty questions and health checks. A major benefit of working with Avnet is its ability to provide independent advice within a multi-vendor environment.

Training

Avnet provides authorised Vendor Partner training and technical workshops delivered by engineers. These focus on practical skills required for installation, configuration, troubleshooting and maintenance tasks. Bespoke independent training can also be designed to meet a Business Partner's specific needs.

Extended maintenance and warranty

This is an excellent way for Business Partners to give their customers worry-free assurance that in an unlikely event of a failure, downtime is minimised.

Vendors for enterprise-class storage and networking

Avnet has put together a range of solutions from some of the world's top storage vendors, which can be configured, adapted and integrated by Business Partners. These provide **optimum performance, reliability and scalability**, to build enterprise-class storage solutions.



BROCADE

Brocade – Optimising the storage infrastructure

The Brocade family of Storage Area Network (SAN) infrastructure solutions includes industry-leading switches, directors, routers, embedded switches for blade servers and fabric-based application solutions, as well as management applications and utilities to centralise data management.



CommVault Simpana – Total information management

CommVault's groundbreaking Simpana software is a single product with application modules for data protection, archive, replication, resource management and search, all on a single code base and platform. Simpana changes the way information is protected, archived, managed and accessed. CommVault allows the channel to offer the whole management environment in one product.



Emulex – The fabric of storage solutions

Emulex makes a wide range of enterprise-class products including hubs, Fibre Channel switch products and Host Bus Adapters, enabling organisations to intelligently connect storage, servers and networks. These innovative solutions provide the performance, interoperability and scalability which enable the channel to deliver proven storage connectivity.



Cisco – Storage networking solutions for lower total cost of ownership

Storage Networking is central to Cisco Data Center storage solutions, which provide a platform for IT departments to achieve lower total cost of ownership (TCO), enhanced resilience and greater agility. Cisco and Avnet together have the products and skills needed to help Business Partners meet rapidly changing storage networking demands.



EMC – Unifying storage to deliver business solutions

EMC focus on delivering 'Unified Storage' that consolidates their market-leading CLARiiON and Celerra products into a single multi-protocol array. This enables users to have a pool of storage that can be managed at a single point. When you add onto this a suite of software solutions that address compliance, business continuity, email management, records management, backup, recovery and archiving issues, there is just about no information management requirement Avnet's Business Partners cannot address.



QLogic – End-to-end Storage Area Network (SAN) components

QLogic delivers a broad and diverse portfolio of market-leading products which include Fibre Channel adapters, blade server embedded Fibre Channel switches, Fibre Channel stackable switches, iSCSI adapters and iSCSI routers. QLogic is also a technology leader and supplier of Infiniband switching and Host Channel Adapter equipment for the High Performance Computing (HPC) market.

Making business easy

At the heart of Avnet's proposition to Business Partners is support at all stages of the sales cycle and subsequent post-sales activity. Mike Darbyshire, Sales Manager at Avnet said, "Our goal is to provide exemplary customer service from marketing and sales through to installation and service, while making it easy to do business with Avnet. We will take ownership in all areas and work with our Business Partners to ensure accurate, prompt answers and delivery of solutions."

The sum of the parts

Mark Walker concluded, "Our aim as a trusted advisor for enterprise-class storage solutions is for our Business Partners to have satisfied end-user customers and to make a profit, while distributing product for our Vendor Partners. By matching our industry expertise and technical excellence with customer service and enthusiasm, Avnet can become a valuable extension of our Business Partners' capability to deliver storage solutions."

Avnet Technology Solutions'

products and solutions

- Computer Components
- Display Solutions
- Document Management Technologies
- Embedded Computing
- Networking
- Security
- Server & Infrastructure Solutions
- Server Based Computing / Thin Client
- Services
- Software
- Storage & SAN
- Unified Communications
- Virtualisation
- Wireless & Mobility.

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