

**Access Division**

# Sun Storage Solutions



## Why Access Division Sun Storage Practice?

At Access Division, we understand that storage is crucial for your customers. By working in partnership with us, you will be able to provide the best storage solutions to your customers, while ensuring maximum returns on your business investment. In order to help you capture and maintain a share of this fast-growing market, we continually

invest in the best people, products and support. Whether you have an established storage business or are just entering the market, Access Division Storage Practice can help you maximize your business potential with best in-class storage hardware and software and comprehensive value-added services.

### Partnering with Avnet Technology Solutions

#### Leadership

- Access Division is the largest Sun Global and Pan European CDP
- Access Division is the longest-tenured storage solutions distributor in the channel
- Access Division technical support team maintains highest level of storage solution certifications
- Access Division maintains the largest inventory of storage solutions from leading vendor partners

#### Resources

**Inventory:** Access Division has the largest Pan European inventory of current storage technology from Sun Microsystems

**Dedicated Teams:** We employ 20 highly-trained sales and marketing specialists who can help you identify opportunities, recommend products, and design and configure solutions.

**Market Development Programs:** We can help you penetrate new markets, access new business through multi-program offerings ranging from competitive trade-in to the rebate based earned income funds.

**Exceptional Financial Options:** Access Division offers you a range of financing options that you and your customers can utilise to close deals faster. These include Open Trade Credit, AOP, Escrow, Access Openlink, flexible lease and inventory financing offerings.

**Service Offerings:** Access Division offers a wide range of storage services from partner workshops to on-site storage network audits.

**Training Support:** We offer access to seminars, web training and individual solution provider sales training that can provide critical insight and information on key topics and opportunities relevant to your business.

### Personalised Support

At Access Division, we support your Storage business with teams of experienced professionals. They are the individuals you work with on a day-to-day basis, the specialists who get you answers when you need them, and the technical experts you can rely on to address even the most complex IT challenges.

#### Business Development Managers

Every one of our reseller partners has a direct relationship with a member of our Account Management team. Each Access Division Account Manager is a channel professional, with the experience and contacts to help you maximise the business benefit you gain from this relationship.

#### Technical Account Managers

We continuously invest in the skills and knowledge of our internal and external Technical Account Managers, so that we can help you offer your customers the best storage solution.

#### Marketing Specialists

Access Division's marketing team has the skills, know how and relationships with external marketing specialists to drive demand generation and create more opportunities for your business.

#### Integration Centre

Access Division's state-of-the-art European Integration Centre can configure storage solutions with additional hardware, operating systems and application software prior to shipment to your customers. Skilled engineers work to your exact requirements, so that your customers receive fully-integrated solutions that have undergone system-level tests, leaving your in-house engineering resources free for other projects.

## Market Opportunities

Corporate data is growing at a rate of between 75 and 200 percent per year, making storage one of the most necessary and sought-after solutions for companies of all sizes and industries. Today, 52 percent of all business IT budgets are spent on storage and storage-related solutions — with a substantial percentage of these solutions

being provided through the indirect channel — and the outlook for indirect sales growth remains strong. IDC predicts that by 2008 over two-thirds (68percent) of all storage solutions worldwide will be delivered through the indirect channel, with indirect storage sales growing to over 11.5 billion Euros, up from 6.5 billion Euros in 2004.

### Key business Solutions

Access Division Sun Storage Practice offers you best-of-class storage hardware and software products in combination with comprehensive services and value-add offerings. Our complete storage solutions enable you to address every aspect of your customers' storage needs, from consolidation and sharing of information, to the protection and management of their mission-critical data.

#### Customer Pain Points

Access Division has produced a range of Solution Guides to help you identify how your customers' business and storage requirements can be met by Sun Microsystems solutions. These Solution Guides address the four key storage areas of:

- Data consolidation
- Data protection
- Data archiving
- Information lifecycle management (ILM)

Each guide outlines the business challenges that companies face in four verticals: telecommunications, finance, public sector and commercial. The guides provide details of how you can help your customers overcome their business challenges with Sun Microsystems solutions. They also provide details of the hardware and software components of each storage solution and any relevant promotions.

### Avnet Technology Solutions

#### A Partner with Credibility, Strength and Stability

In 2007, Access Distribution became part of the Avnet family. This union allowed us to maintain our agility as a focused channel partner, while enhancing our overall strengths and capabilities. When you partner with Access Division, you benefit from the stability and security of Avnet Technology Solutions and gain the advantage of working with an organisation that has a culture of success at every level.

#### Innovation

Throughout the Avnet organisation, adaptation in pursuit of success is a defining strength and strategic priority. At Access Division, our commitment to success is demonstrated through our practical approach to innovation. As a channel leader, we are continually pushing ourselves to exceed expectations and deliver optimum value to our partners at every opportunity.

#### Accountable

The global strength, security and financial stability of Avnet Technology Solutions underpins our organisation and services. When you partner with Access Division, you can count on us to be there for your business and deliver what we promise - consistently.

#### Resources

Avnet's A++ credit rating allows us to provide comprehensive and competitive financial services. In today's market, the ability to offer a strong range of financing options can help you secure more business and close deals faster.

#### Credibility

With Access Division, you gain the credibility of partnering with Avnet Technology Solutions, which is a valuable advantage when competing for business and securing the trust of your customers.

For order and quotations, please contact:

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