

# Avnet Technology Solutions

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Accelerating Your Success™



**Step** Into The Fast Lane

Redefining the mid-market opportunity

Avnet Technology Solutions recommends genuine Microsoft® software

SOLUTIONS

# Understand **The Opportunity**

Mid-sized businesses spent roughly **\$162 billion on software and IT services in 2004** alone, and this figure is projected to grow to \$235 billion by 2009 (AMI-Partners). If you include organisations with up to 999 employees, this figure is projected to grow to over \$600 million (AMI-Partners). It's an attractive market to tap into, and one that looks set to continue to grow and develop.

## Loyalty is the Key to the Kingdom

Within the mid-market, like the SMB market as a whole, loyalty is key. Having a good relationship with your customers ensures their perception is that they are getting good, pro-active service, and because of this they are more likely to be loyal customers, and less likely to shop-around.

## Adding Services to the Mix

The mid-market represents an opportunity in not only hardware and software license revenue – but also services. Despite tremendous growth potential, the life of mid-market IT is tough. Many mid-market IT staff operate as “silos,” with each person supporting different organisational needs.

Either focused on keeping the company's infrastructure up and running or trying to keep pace with a flow of company mandates to improve supply chain management and comply with increasingly strict government regulations, they have little time to think about integration.

Historically, these businesses exhibit lower price sensitivity and greater sell-up opportunity than smaller organisations and large enterprises; and with skill levels, training, resource levels and in-house roles of IT staff all as key issues, they are more open to a services-based sale. And if you are unable to fulfil the services yourself, partnering with Avnet Technology Solutions enables you to utilise their full portfolio of professional Partner Services.

“With market growth predicted to be fast and furious this year, it's no surprise that the 'M' in SMB has suddenly become the object of focus for many technology vendors, and with an installed base of 68 million PCs and 48 million servers it's not hard to see why.”

**Offers your customers a professional service.**

Visit [www.avnet.com/ts/uk](http://www.avnet.com/ts/uk) today to find out more or call our Partner Services Team on **0871 230 4999**

## Make the Most of a Great Opportunity

Like all businesses, mid-sized companies seek services and solutions tailored to their unique needs, and are determined by industry, technology, adoption profile, scale and complexity and so on. A recent Gartner survey indicated that 'demonstrated commitment to addressing unique requirements and appropriate levels of functionality' were amongst their highest level of criteria when selecting technology partners.

So, realising that the mid-market is not homogenous is crucial to successfully selling into it, and to succeed in the mid-market you need a comprehensive, well executed strategy that demonstrates your understanding and awareness of their unique characteristics.

## Globalisation

Today's global business environment challenges mid-market organisations more than ever before: under pressure to respond to new orders rapidly, accurately and according to agreed delivery dates and prices. In addition, they must increasingly be able to integrate with the systems and processes in place at large customers, ensuring that data flows to and from their major clients seamlessly.

This means that smaller organisations find themselves searching for many of the same efficiencies that high-end companies have already achieved in order to remain competitive. They need to implement solutions that allow them to:

- Improve branch office and site interaction
- Provide high-speed, reliable data access from all sites
- Collaborate seamlessly with customers, partners and suppliers alike
- Reduce complexity and costs.

Organisations need strong, secure networks that extend across their enterprise and beyond, while workers must manage constant demands on their attention, master new skills, and find new ways to be productive in a more deeply connected, transparent workplace.

## So what's the solution?

Microsoft Windows Server® 2008 is the most advanced Windows Server operating system yet, enabling you to can develop, deliver, and manage a highly secure network infrastructure throughout and beyond an organisation. Improved branch office management extends security to and from the branch office while controlling the total cost of ownership of branch IT infrastructure.

Microsoft collaboration technologies such as Microsoft Office SharePoint® Server 2007 can help companies provide workers with integrated communications, collaborative workspaces, access to information and people, and people-driven processes. A key advantage is that employees are already familiar with Microsoft systems, requiring minimal IT staff time to deploy and maintain.

## Address the Market

To help you get started, we've provided an insight into the key customer pain points and market drivers faced by mid-sized businesses today.

## Improve IT Flexibility

Mobile workforces, improved work/life balance and the need to address competitive pressures quickly and effectively are all forcing IT departments to support the business's desire to achieve agility and flexibility through developing a flexible IT approach that improves efficiency, service and performance. The key areas of focus within this are:

- The reduction of operational complexity through the eradication of paper-based processes
- Improvement of system and performance inefficiencies
- Making more efficient use of their existing systems through virtualisation
- Viewing IT as supporting the business processes and the future business plans

### “87% of corporate workers work outside of HQ”

Businesses are increasingly 'going mobile' and more are adopting flexible working styles. While this is great for employees' motivation and work/home balances – studies show improved productivity as a result; this is another challenge for IT departments to accommodate.

## So What's The Solution?

Increased remote access options, and new levels of operational efficiency through capabilities that optimise hardware and networking investments make Microsoft Exchange Server 2007 the ideal messaging solution for mid-sized businesses.

Microsoft Windows Server® 2008 comes with Internet Information Services 7.0 (IIS 7.0), a Web server and security-enhanced platform for developing and reliably hosting Web applications and services. This together with the .NET Framework 3.0 provides a comprehensive platform for building applications that connect users and data, enabling them to visualise, share, and act on information.

Offering reduced TCO through simplified deployment, cost and server consolidation with secure and seamless user access to resources, Microsoft Internet Security and Acceleration (ISA) Server 2006 is the cornerstone of Microsoft's security product strategy.

**“A comprehensive business intelligence platform turns insight into action and enables faster decision making. SQL Server 2008 supports the highest performance, availability and security to run the most demanding applications.”**

## Corporate Governance and Compliance

Many companies face increasing pressure to comply with governmental regulations for handling business and personal information. Regulators and capital markets are demanding greater transparency in all aspects of governance and a trend is emerging for firms to use transparency and compliance as a way to win the hearts and minds of investors and customers; leveraging their efforts to improve decision-making, cost efficiency, and service quality.

Within the UK there are five key pieces of legislation that organisations need to be aware of:

- Eighth Directive on Company Law (European Directive on auditing of financial reports)
- Basel II Capital Accord (in the banking sector)
- International Financial Reporting Standards (IFRS)
  - if you are a financial controller/auditor/accountant of a company listed on an EU-regulated stock exchange (or you adopt IFRS anyway)
- Companies (Audit, Investigations and Community Enterprise) Act 2004 (CAICE)
- Data Protection Act 1998 (DPA) in force in the UK since 2000

### So What's The Solution?

Part of what hinders compliance is the increasing complexity and cost to add compliance capabilities to existing e-mail and messaging systems. That's no longer the case with Microsoft Exchange Server 2007 SP1. Designed to enable organisations to quickly implement and enforce comprehensive e-mail compliance measures, Exchange Server 2007 SP1 includes enhanced messaging management features built into the software.

Hardened security features in Windows Server 2008 help administrators address identity management challenges, while information management improvements and performance optimisations combine to make the storage subsystem the most advanced to date.

If an organisation is looking to increase their productivity and efficiency in line with compliance procedures, BizTalk Server 2006 is a business process management (BPM) server that enables companies to automate and optimise business processes.



## The Commitment to Anti-Piracy

The Business Software Alliance reported that, in 2004, an incredible thirty-five percent of software used worldwide was unlicensed, pirated, or counterfeit. Additionally, many users of counterfeit and unlicensed software are not aware that their software is not genuine.

In addition to exposing users to critical issues, like identity theft, installing and using counterfeit software can prevent customers from obtaining some updates and premium add-ons. For example, counterfeit copies of Microsoft Windows Editions will not be able to download important updates or premium add-ons such as newer versions of Windows Media Player or Internet Explorer.

## Under Pressure

Traditionally, the pressures discussed in this guide are billed as issues that only large enterprises are striving to overcome, and while undoubtedly these pressures are amplified for larger organisations, they are very real concerns for mid-sized businesses too. Yet mid-sized businesses are forced to overcome them with some very real pressures of their own:

- Reduced IT budget
- Reduced resources
- Reduced cash to bring in specialist resources – so having to make do with good generalists
- Less direct contact and support from vendors

However, a recent Microsoft sponsored study, showed that mid-sized businesses with enhanced IT capabilities achieved a higher sustained revenue growth than their peers, showing that profitable revenue growth is directly correlated to IT capabilities.

The study also highlighted that those companies grew at an average of 28.4% faster than their competitors with low IT capabilities. This proves that while mid-sized organisations are faced with difficult challenges, those that overcome them ultimately benefit in the long run through improved and sustained revenue growth.

### Get trained online!

Give your confidence a boost and become a Specialist!

Let your customers know that you're the real deal when it comes to licensing with the Microsoft Licensing Sales Specialist or Expert accreditations.

These online modular courses show that you have the best knowledge of Microsoft software licensing and can help them choose the best option for them.

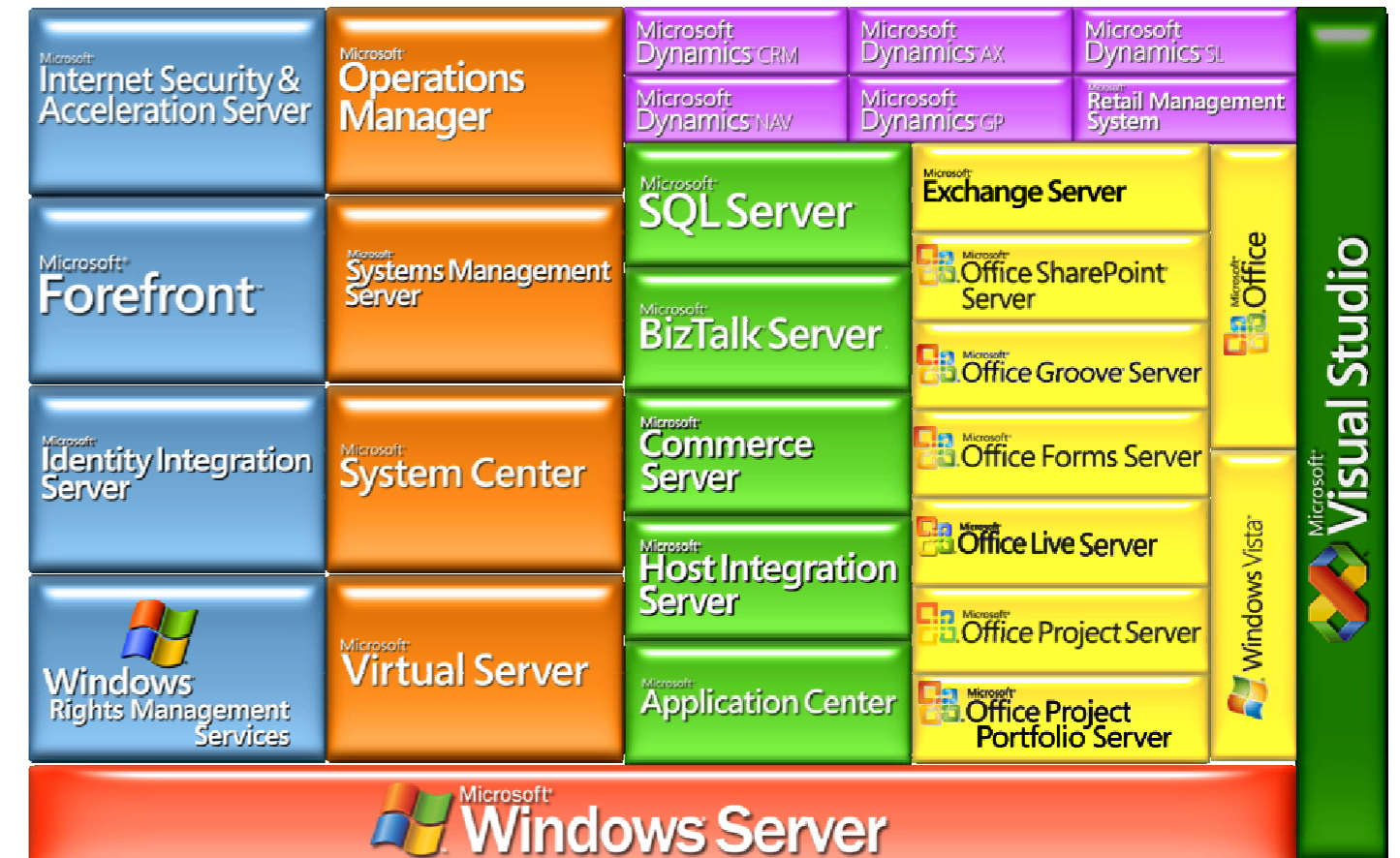
Visit [www.avnet.com/ts/uk](http://www.avnet.com/ts/uk) to download the latest training modules

## Microsoft Solutions

Aside from research and development, Microsoft have made a significant investment in understanding business processes of organisations across the spectrum of size and vertical markets. And their latest products are focused around amplifying the efforts of individuals within organisations to make the biggest possible contribution to business success.

For more information on any of the Microsoft products covered in this guide visit [www.inserturl.com](http://www.inserturl.com) or contact your Avnet Technology Solutions account manager.

## Microsoft – the complete solution



- Operations Infrastructure
- Application Infrastructure Platform
- Microsoft Business Solutions
- Business Productivity/Desktop and Collaboration Solutions
- Developer Programme

This diagram shows how, built upon the powerful base of Microsoft Windows Server 2008, Microsoft's suite of products work together to provide a complete end-to-end solution for mid-market businesses. From the operational infrastructure, through to desktop productivity and collaboration tools, business solutions and development suites, Microsoft has the product to suit your customer's needs.

## Symantec Endpoint Security Solution

### Challenge

The threats to businesses are constantly shifting, with hackers hoping to reap financial gain from unsuspecting organisations. Professional hackers employ a variety of sophisticated measures that target endpoint devices as vehicles to gain access to vital data; and traditional defence methods cannot always provide complete security.

### Solution

Symantec delivers unrivalled endpoint protection by coupling best-of-breed protection and compliance to deliver more comprehensive security. A critical aspect of this offering is the strength in traditional technologies, as well as in an array of integrated network threat protection and proactive threat protection technologies.

## Symantec Endpoint Management Solution

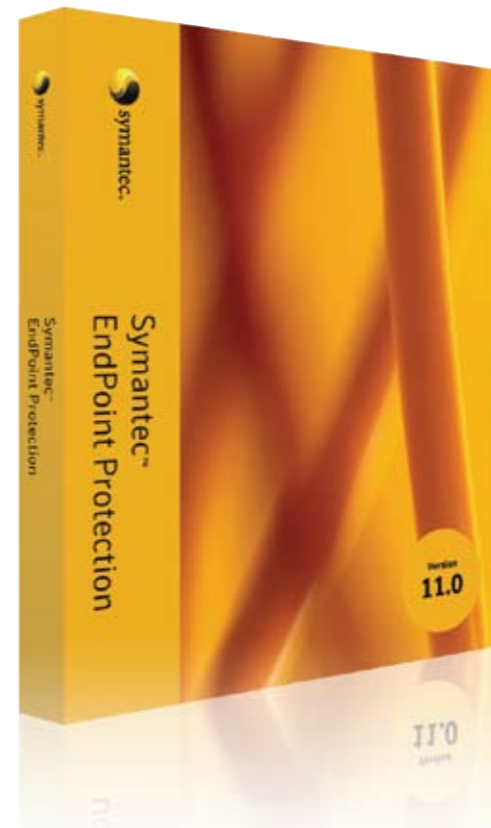
### Challenge

Mid-sized businesses need to protect their endpoint systems and servers from spam and other increasingly sophisticated threats. As a result of end-user demand for more flexible access to network resources, many businesses need to implement controls that protect endpoint systems and the communications travelling between them.

### Solution

Symantec's Endpoint Management solution increases IT efficiency and compliance, while reducing complexity, downtime, and costs. This solution offers centralised management capabilities for mixed hardware and OS environments, including inventories, software license compliance, imaging, OS deployment and migration, software and patch management.

"Many mid-sized businesses do not have full time IT staff; however they often find it hard to meet the demands of their business. With cost effective solutions from Symantec and channel friendly expertise from Avnet Technology Solutions, resellers can implement solutions that really meet their customers' needs and budgets."



For further information on the Symantec mid-market opportunity call us on [020 8296 5999](tel:02082965999)

## Symantec Backup Exec 12

### Challenge

Unfortunately, data and system loss can happen at anytime. Without proper backup and recovery of corporate servers, desktops and laptops, businesses are at risk of lost productivity and revenue.

### Solution

Backup Exec 12 delivers efficient backup and fast recovery of customers Windows-centric environments. With unique features such as patent pending granular recovery technology in the Agents for Exchange, SharePoint Server and Active Directory customers can quickly and easily restore emails, documents and user preferences.

## Symantec Backup Exec System Recovery 8

### Challenge

Data drives every business; and the ability to keep data available often means the difference between success and failure. This makes the systems that process and service this data hugely important. If these are not up and running effectively the impact to a company can be devastating.

### Solution

Symantec Backup Exec System Recovery 8 offers more ways to meet the disaster recovery needs of your customers, by allowing recovery from system loss or disasters in minutes. Innovative capabilities include flexible off-site protection to an FTP location or secondary disk, enhanced recovery capabilities and integration with Symantec security and system management solutions.

## Support For Windows Server 2008

### Challenge

Many IT managers want to run mission-critical applications on their Windows Server environment, and therefore need a reliable and secure software platform for data protection, storage management and high availability.

### Solution

Symantec is now releasing improved management, security, and recovery software for Windows Server 2008. From Exchange and Active Directory to SQL and SharePoint, no matter what application you deploy, Symantec can automate provisioning, secure the environment, and recover data and systems quickly and easily.



[www.protectionbeyondcompromise.com](http://www.protectionbeyondcompromise.com)

## Licensing Made Easy

When you recommend customer licensing solutions, you need to consider business size, the challenges your customers face today and the challenges they'll face over the next few years. Making the appropriate recommendations can help you build strong customer relationships and expand your licensing services business.

Formulate and recommend the most appropriate Microsoft Volume Licensing solutions for your customers, based on their organisation size and type. If your customers are mid-size organisations, they may benefit most from licensing programs that provide payment flexibility, access to the newest software versions, or the many benefits of Software Assurance.

Microsoft Open License offers you three ways to help your customers get more from their technology investments:

- With Open Value, your customers can spread payments annually and enjoy a host of other Software Assurance benefits designed to offer them more value, more manageability, and more assistance
- Open Volume may save your customers even more if their organisation is able to make a larger initial up-front order of one or more types of software (applications, systems, servers)
- With Open Business, your customers can save on estimated retail prices by placing an initial order for five or more system or application licenses, or one server license. Customers can combine any set of Microsoft system or application software to qualify for the five-license minimum
- Software Assurance (SA) can be included with any of the Microsoft Volume Licensing programs. It provides automatic access to new technology and to productivity benefits, support, tools, and training, to help your customers deploy and use software more efficiently.

"Build your licensing services business with licensing solutions that provide real customer benefits"

### LDi

Avnet Technology Solutions innovative online tool, Licence Desk on the Internet (LDi), simplifies the process of licence sales for resellers.

LDi assists resellers to overcome the challenges faced in managing the variety of software licence products purchased by their customers. And it enables resellers lacking the necessary skills and resources to move into software licence sales.

LDi enables resellers to deliver software compliance to the end user faster than ever before – for example Avnet Technology Solutions on average complete a Microsoft transaction in 56 minutes!

With the ability to handle multi-vendor quotes/orders, LDi has an 'always best price' saver wizard, offers unique end-user management tools and automatically handles order tracking and renewals.

To request an LDi login visit [www.myboris.com](http://www.myboris.com) and apply for a new registration.

### Software Assurance

Aside from the great benefits Software Assurance offers your customers – it also provides you with a yearly revenue stream. Giving you the opportunity to build a permanent relationship with your customers and an excuse to contact previous customers for upsell opportunities.

Visit [www.avnet.com/ts/uk](http://www.avnet.com/ts/uk) for more Microsoft licensing information.

## So, What Next?

Like everyone, mid-sized businesses need solutions and services that are able to meet their unique needs. To succeed in the mid-market you need to ensure you have a comprehensive view of the challenges they face and the solutions that can work to solve them.

### Be Pro-Active

Ensure the service you offer your mid-market customers is good and pro-active.

- By understanding the pain points your customers suffer from you can identify opportunities to discuss specific products and solutions
- Make full use of the tools and resources provided on the REACH microsite and build up a relationship with your Avnet Technology Solutions account manager
- Pick the low hanging fruit – through tools like LDi you can track your customer licenses and use it as a prompt to discuss renewals with them. This is a great way to ensure that you're developing your relationship and gaining a regular revenue stream from the customer
- Send regular demand creation emails and ensure you are tracking open and click rates to enable you to produce an active call list to follow up.

### Make the Most of Avnet Technology Solutions

- Ensure you have an LDi log in, you can request one at [www.myboris.com](http://www.myboris.com) and that you understand all the tools and benefits LDi has to offer – your account manager can arrange online training if required
- Check the REACH site, it is regularly updated with new tools and information such as cheat sheets, demand creation tools, brochures, and call scripts
- All Avnet Technology Solutions account managers are fully trained on selling software license solutions, so utilise their knowledge and experience to build your own skills
- Avnet Technology Solutions Professional Services can be resold as your own, so compliment your sales offering with services that provide added-value to your customers.

### Communicate Your Value

- Take time to understand your customer's business and articulate how solutions and services you offer can help overcome their issues. If you don't offer services yourself, use the services on offer from Avnet Technology Solutions to provide a compelling offering for your customer
- Ensure you understand how your customer's business and industry work, if they are in a specific industry that is heavily regulated, take the time to understand how the solutions can make their life easier and relate it back to the regulations. This will show the customer that you understand their 'pain' and will make them more likely to deal with you than any other reseller
- Show them how you can speed up implementation. Many mid-market organisations are under pressure to do more with less – if you can assist them by pre-configuration, installation or implementation services, they will be more open to the other solutions you can offer
- Take them through how new technology and solutions can help them be more productive, efficient and effective – make tomorrow's solutions work for them today.