Arrow**Sphere**

The cloud delivery and management platform for **powering digital growth**

ARROW

Arrow**Sphere**

ArrowSphere simplifies the complexity of delivering cloud services.

YOU CAN FOCUS ON CREATING VALUE AND DRIVING BUSINESS

Providing cloud services is complex. It requires considerable expertise and time to manage multiple workflows across different cloud service providers, implement complicated ordering and provisioning protocols and reconcile disparate billing systems. It can be challenging to get beyond daily operational requirements.

ArrowSphere is designed to change that. Our award-winning cloud aggregation and management platform is uniquely engineered to streamline these workflows. Furthermore, it provides world-class analytics, integrated

DevOps and a customizable customer-facing storefront.

Scale & Differentiate

This combination of features and functionality means you have the time and insights to take

your business — and that of your customers — to the next level. Rather than focus on operations, you can create value and accelerate growth by building IP, finding new customers and expanding your current partnerships.

ArrowSphere

Learn how ArrowSphere:

Simplifies the complexity of delivering cloud services

Provides end-to-end cloud life-cycle management

Supports your success every step of the way with

1. A multi-cloud marketplace
2. Unmatched business intelligence
3. Comprehensive billing integration
4. Custom end-user storefronts

Offers proven value to the entire channel ecosystem

Accelerates digital transformation for you and your customers

ArrowSphere accelerates digital transformation.

OUR MULTI-TIER PLATFORM PROVIDES END-TO-END LIFE-CYCLE MANAGEMENT WITH:

A comprehensive marketplace that spans the tech stack, including SaaS, PaaS, IaaS and cloud software

Straightforward quoting that helps you manage your margins and build the perfect offering

Automated provisioning to ensure seamless deployments and quick implementation

Comprehensive billing integration across vendors that makes reconciliation and invoicing painless

Granular control over SaaS subscriptions and IaaS consumption, plus access to predictive analytics

World-class analytics to monitor KPIs, revenue forecasts and trends

Customizable storefronts that support your tailored IP offerings and empower end customers

Deep API integrations for seamless connection to your existing business infrastructures

The digital ecosystem keeps expanding. You need a technology solution that enables your business to scale and transform with it.

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ArrowSphere aggregates multi-cloud offerings in one single platform so you can easily create the ideal product mix.

Arrow has built strong relationships with the world's leading cloud service vendors. Our marketplace spans the cloud technology stack and includes the leading cloud software, SaaS, PaaS and IaaS vendors.

The marketplace is powered by an intelligent search engine, making it easy for you to sort through thousands of public and private cloud offerings on one single platform. Catalog filtering, cross-sell recommendations and the ability to create custom SKUs enable you to put together the ideal multi-cloud solution for your customer.

Streamlined Quoting Through Provisioning

The platform makes it easy to see your discounts, manage your margins and quickly create quotes. You can effortlessly turn your quotes into orders, as ArrowSphere handles all the complexity of provisioning each cloud service with the individual vendor.

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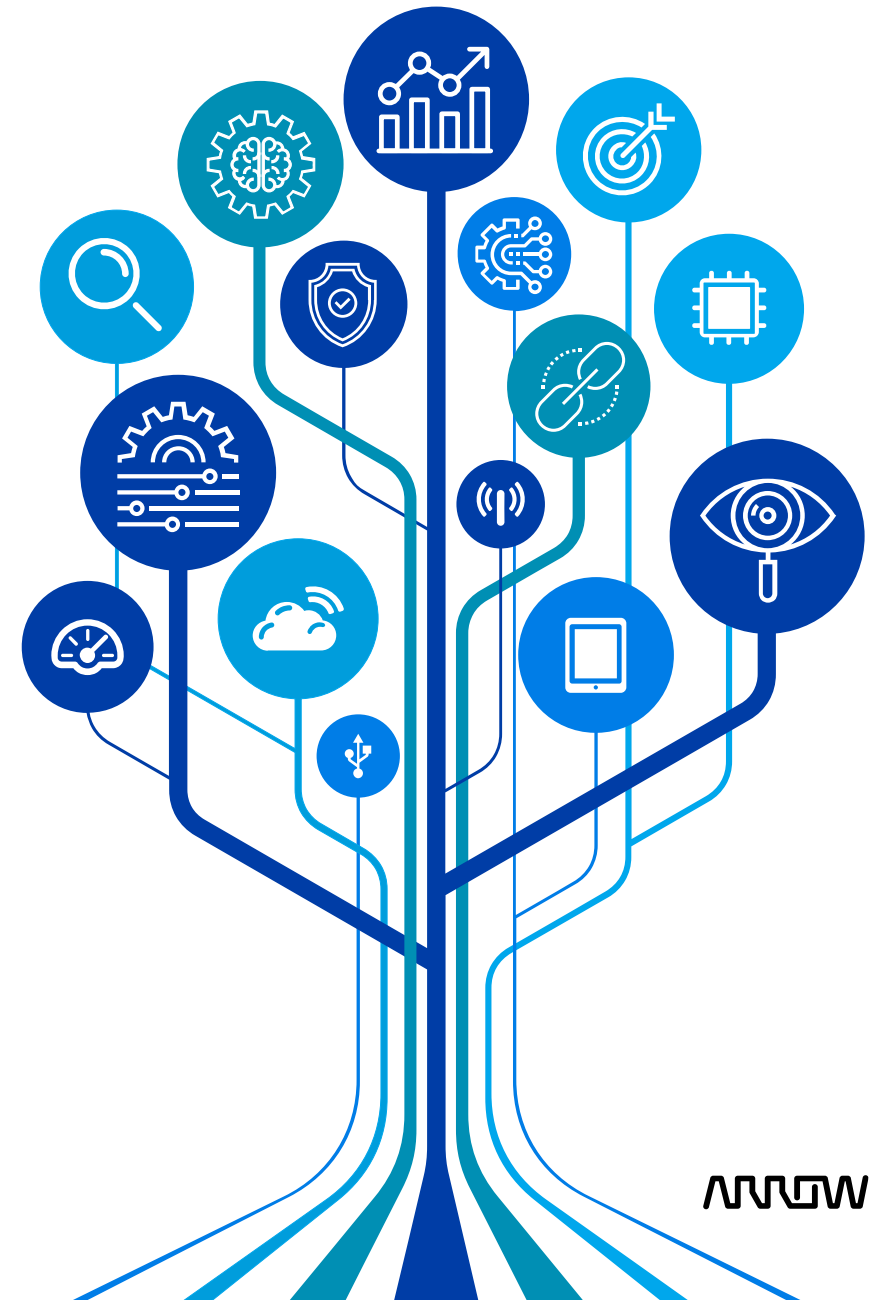# The platform provides unmatched business intelligence to accelerate your growth.

ArrowSphere comes with a powerful consolidated dashboard to monitor and analyze your entire business at a glance.

You can view key performance indicators, revenue forecasts and month-over-month trends at large. And, with just one click, you can drill down further by customer, category, product and more to understand the details.

Detailed SaaS and IaaS Monitoring

ArrowSphere also provides granular control of SaaS subscriptions from one intuitive console, enabling quick adjustment of everything from seat count to activation/suspension of services. Similarly, you can monitor IaaS consumption levels in real time and leverage our predictive analytics engine to monitor budget thresholds, alerting you as needed.

These advanced FinOps capabilities give you the business intelligence you need to analyze your customer activity, understand key trends, spot opportunities and take action to grow your business.

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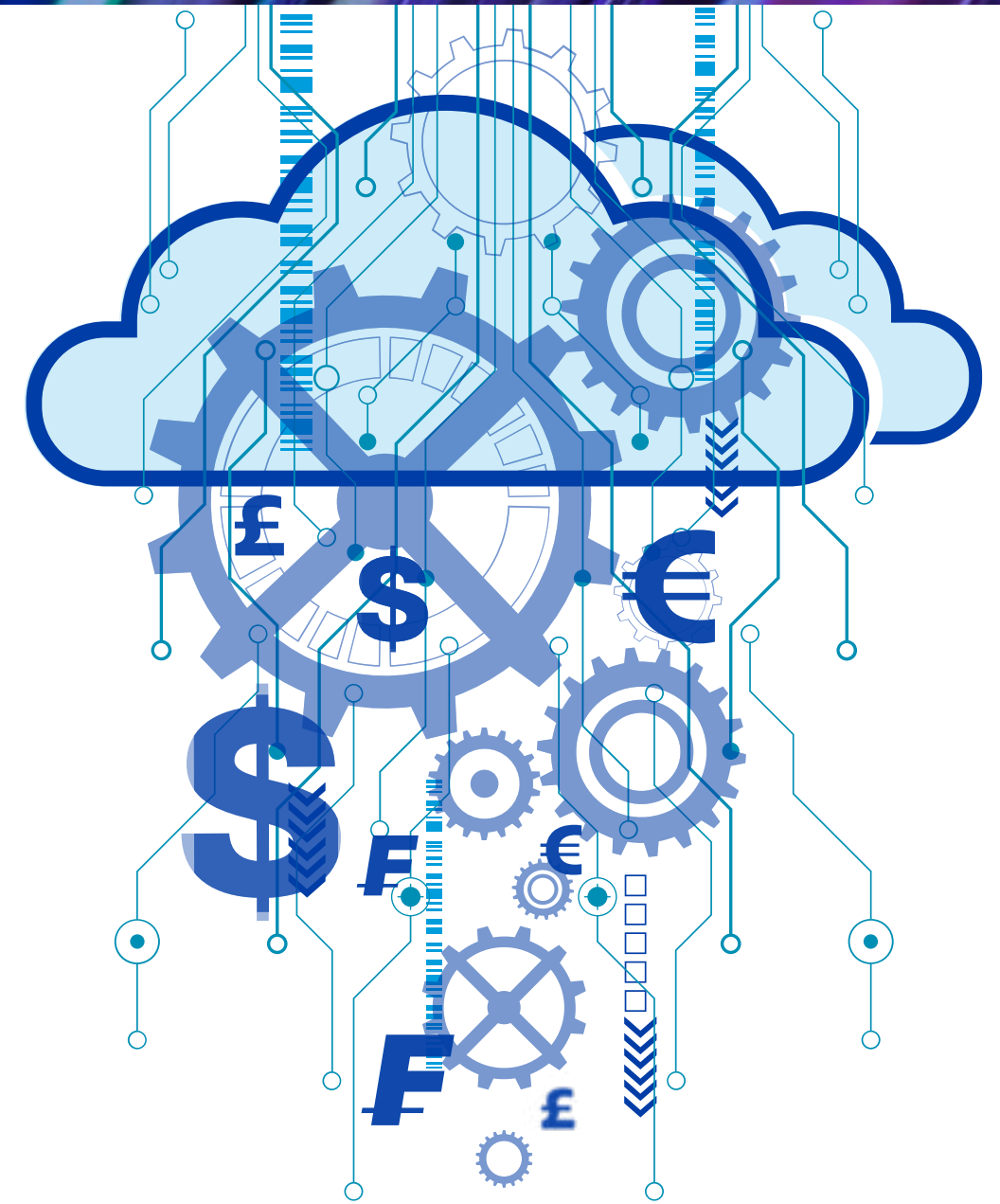## ArrowSphere makes billing easy, flexible and accurate.

Billing for cloud services, especially across multiple vendors, is complicated and laborious. ArrowSphere radically simplifies this with comprehensive billing integration that makes reconciliation easy.

Our system generates a detailed statement across your entire product mix, broken out by end customer. As soon as invoices become available, you are able to pull them on your own, in your preferred format (PDF, XLS, CSV).

In addition, unlike most of the industry, Arrow collects payment in arrears for cloud services. This allows you to invoice your customers before reconciling with Arrow, providing you with more working capital every month.

Seamless API Integration

For those who already have established internal systems, ArrowSphere offers the ability to access your billing data via our API Toolkit and integrate it directly into your accounting or ERP system.

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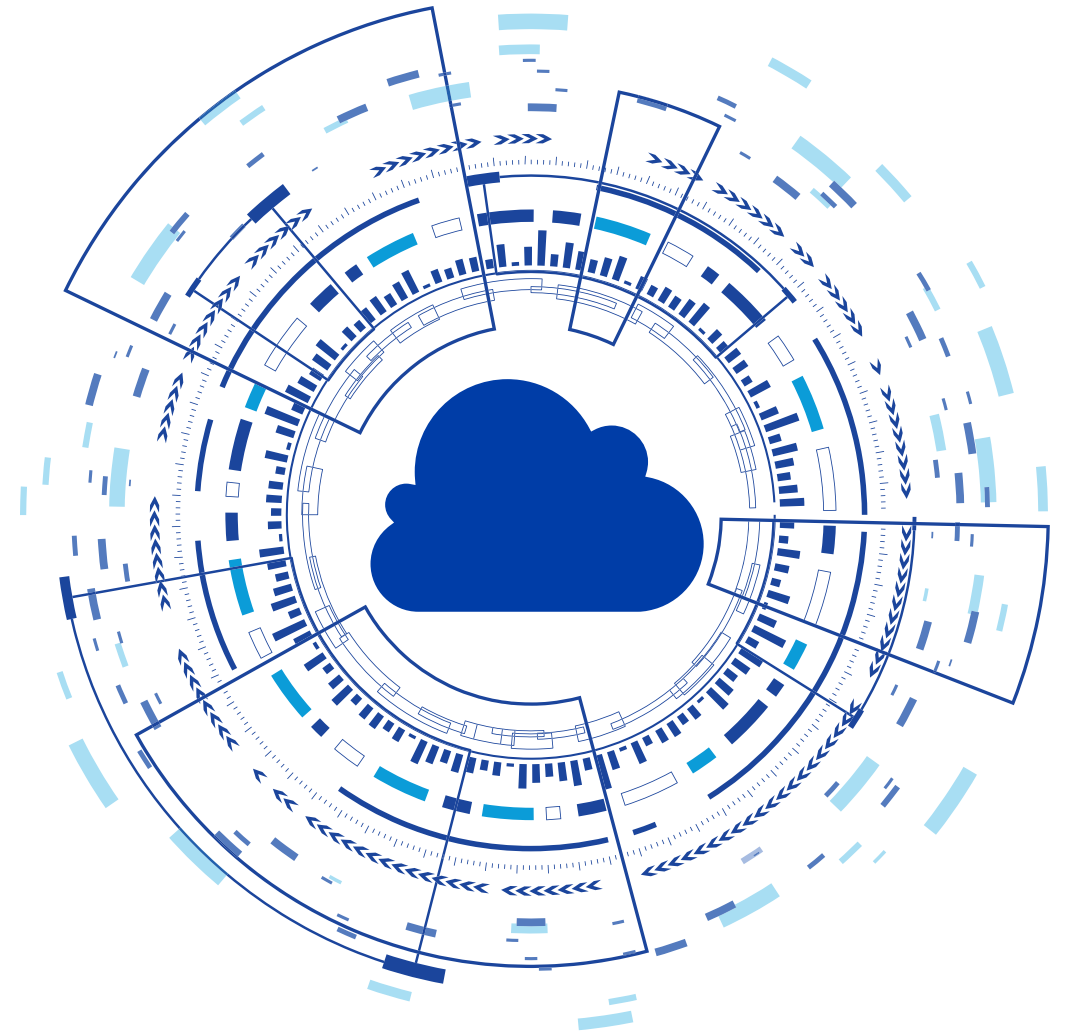Accelerates digital transformation for you and your customers

Customizable storefronts for end customers means you can offer them all personalized service.

You can further elevate the service you provide to end customers with our easy-to-use MyCloud Portal.

MyCloud Portal is a custom-branded online storefront that allows your customers to order cloud services directly. They can manage their own subscriptions and monitor consumption, thanks to detailed reporting and analytics tools.

You have full control over the catalog they see, and role-based user permissions give even more oversight. You can establish pricing and promotion rules by customer and create product bundles that include your own software and services.

If your business already has a strong online presence, Arrow provides a full set of open APIs, as well as a software development kit (SDK). They cover every front- and back-office feature of ArrowSphere, so you can seamlessly integrate our functionality into your marketplace.

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We have proven experience in helping vendors and partners take business to the next level.

SCC, the largest independent IT partner in Europe, was achieving strong revenue on Office 365 subscriptions but knew that to grow further, it needed a cloud delivery and management platform. They selected ArrowSphere and opted to implement MyCloud Portal to provide even more customized service.

Customers appreciated the ability to drive their own transactions and rapidly onboard new services or users at any time. They also valued the ability to monitor their own usage and learn about complimentary offers.

SCC found that the customized insights and self-service experience resulted in greater customer loyalty. In addition, ArrowSphere's advanced analytics gave them better visibility

into customer usage and behavior, allowing them to tailor services and plan for the future.

SCC's team now spends less time transacting and more time supporting their customers in driving digital transformation.

*Following the launch of MyCloud Portal, Microsoft partner SCC **grew its Microsoft cloud services revenue by 250%.***

ARROW HAS GLOBAL RECOGNITION AS A LEADER IN THE INDUSTRY

CÍTRIX® Operational Exellence
Partner of the Year

Microsoft Partner
2019 Partner of the Year Winner
Indirect Provider Award
Microsoft

CIO100
A W A R D S

Check Point
SOFTWARE TECHNOLOGIES LTD
Best Strategic Distributor of the Year

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Arrow is investing in your future. Join us.

ARROWSPHERE OFFERS THE INFRASTRUCTURE, EXPERTISE AND SUPPORT YOU NEED TO ACCELERATE YOUR SUCCESS

Arrow is committed to maintaining ArrowSphere's position as the leading cloud aggregation and management platform. This means your business will always be prepared to support the next innovation in cloud.

Our dedicated vendor onboarding team is continually working to expand our already extensive marketplace. They also ensure that our catalog is always up to date with the latest vendor offerings.

We continue to invest significantly in new platform features, as well as drive ongoing improvement in our current capabilities. We know the importance of customer service, and our range

of SLAs are designed to meet the evolving needs of the cloud services ecosystem.

In addition, our corporate expertise and resources are at the full disposal of our partners. Through Arrow, you have access to everything from marketing support to financial services and technical advice. Our goal is to help plug gaps and assist you in building a thriving business.

Sustained investment in technology, people and services means that we are always on the leading edge of digital transformation. We hope you'll join us and power your growth with ArrowSphere.

BE A PART OF THE GROWTH

+16.4%

Anticipated CAGR Global Cloud Services Market 2020–2027

SOURCE: ALLIED MARKET RESEARCH

ArrowSphere

Are You Five Years Out?

Most people live in the present. The world of now. But a handful of us work in a unique world that doesn't quite exist yet — the world of Five Years Out.

Five Years Out is the tangible future. And the people who live and work there know that new technologies, new materials, new ideas and new electronics will make life not only different, but better. Not just cheaper, but smarter. Not just easier, but more inspired.

Five Years Out is an exciting place to be. So exciting that, once you've been there, it's hard to get excited about the present. Because we know what's coming is going to be so much better.

Five Years Out is a community of builders, designers, engineers and imaginers who navigate the path between possibility and practicality. Creating the future of everything from cars to coffeemakers.

Are you one of them? Then you're probably working with us.

CONTACT US

Ready to power your digital transformation and growth?

Get in touch today.

ARROW
Five Years Out

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