

Avnet EnergyPath™

A proven approach to accelerating success in the energy market



Avnet EnergyPath is a coordinated solution approach that enables you to quickly enter, specialize and accelerate growth in the energy market, while minimizing cost and risk.

Market Overview: Challenges and Opportunities

While historically viewed as a more conservative industry in terms of technology innovation, the energy market today presents a vast and growing opportunity for IT solution providers. Already topping \$22.1 billion in 2011, the utilities industry in North America is expected to grow at a four-year compound annual growth rate of 5.3 percent.*

Fueling this growth is a convergence of industry trends and competitive drivers, including expanding industry regulations, aging infrastructures, heightened security concerns and increased pressure on operational efficiency and workforce productivity. Additionally, innovations such as “smart grid” technologies are accelerating demand for more comprehensive data center solutions and strategies, including data storage and management, while recent federal stimulus funds are helping to speed sales cycles and boost customer investments.

The Avnet EnergyPath Solution

Avnet EnergyPath prepares and positions you to address the unique challenges and opportunities shaping the utilities industry. Each element of this solution aligns with and augments your current business strengths and capabilities, helping you achieve your growth and profitability goals faster, easier and with less investment risk and cost.

Built on Avnet’s SolutionsPath® methodology, EnergyPath provides a unique, step-by-step approach that allows you to engage industry-specific resources, relationships, services, solutions and support to achieve:

- Energy market specialization
- Accelerated sales growth and profitability
- Clear differentiation as a trusted solution advisor in the energy market

Why EnergyPath?

- Capitalize on a projected \$22.1 billion North American market opportunity*
- Offer end-to-end data center solutions with industry-leading technology
- Access business-building services to accelerate sales and profitability
- Gain comprehensive training, sales tools and resource libraries
- Leverage cross-platform solution integration and configuration expertise

Targeted Solutions

From comprehensive data storage and management to virtualization, mobility, security and networking, utilities companies need a vast array of data center solutions to address their business goals, regulatory requirements and consumer expectations.

With EnergyPath, you're able to leverage Avnet's trusted relationships with industry-leading technology suppliers to provide complete, market-ready solutions encompassing hardware, software and services.

Training

Avnet EnergyPath University helps you and your team quickly build and enhance your market knowledge, technical expertise and solution-selling skills—all critical to sustained success within this rapidly growing and evolving industry. Through this comprehensive training curriculum, you'll gain:

- Real-world knowledge of the demands, challenges and business priorities of today's utilities companies
- Specific technology training and go-to-market solution strategies
- Business-building skills and proven tactics to differentiate your business and accelerate revenue growth

Data Center Lifecycle Services

Drive profitable growth through the delivery of data center services that span the full IT lifecycle. Take advantage of Avnet's managed, cloud and professional services to address your vertical market customers' data center optimization needs. Avnet can enable partners with services for all IT lifecycle stages - plan, acquire, integrate, deploy, manage and dispose.

Vertical Market Specialization

In a recent IDC survey of over 6,000 IT executives spanning all vertical markets, it was determined that the majority of respondents believe that it's more important for a solution provider to have an understanding of their business over even an existing relationship. In other words, a provider of technology could be replaced by another who has a much deeper understanding of the industry and business issues.

To successfully compete and remain relevant in today's marketplace, solution providers must elevate their role as a trusted business advisor who can offer customers business solutions that span the data center and solve for key vertical market concerns rather than simply selling commoditized products.

Avnet solves for this with its SolutionsPath Engagement Service, a strategic consulting service designed to bolster partners' ability to design, sell and deliver data center solutions into high growth, vertical markets. The goal of the consulting engagement is to help our partners effectively develop and execute a plan for growth in targeted markets through the optimized use of Avnet's expertise and resources.

SolutionsPath engagements are powered by a team of industry and data center experts leveraging a proven, phase-by-phase delivery methodology that increases partner profitability, market share and business growth. In addition, partners gain access to Avnet's \$12M+ annual investment in consultants, resources and tools—all designed to increase a partners' depth of industry expertise and breadth of data center solution competencies across converging technologies, including cloud, virtualization, mobility, networking, storage and security.

Interested in learning more?

Contact your Avnet account manager or e-mail solutionspathinfo@avnet.com for more information.

The Right Partner: Avnet

Avnet Technology Solutions is a global solutions distributor dedicated to accelerating the success of its channel partners. Our core services and solutions offering expands across the data center, offering cost effective programs that identify high growth areas in key technologies and markets. Our partners achieve market specialization while addressing their customer needs and business challenges resulting in new revenue and market opportunities.

- Avnet accelerates growth for our partners
- Avnet takes cost out of our partners' businesses
- Avnet delivers a superior customer experience



Avnet Technology Solutions
1-800-409-1483 | www.ats.avnet.com
8700 South Price Road, Tempe, AZ 85284

As a global IT solutions distributor, Avnet Technology Solutions collaborates with its customers and suppliers to create and deliver services, software and hardware solutions that address the business needs of their end-user customers locally and around the world. For fiscal year 2011, the group served customers and suppliers in more than 70 countries and generated US \$11.5 billion in annual revenue. Avnet Technology Solutions (www.ats.avnet.com) is an operating group of Avnet, Inc.