

Avnet GovPath[®]

A proven approach to accelerating success in the government market



Why GovPath?

- Capitalize on a \$190 billion North American market opportunity
- Utilize precise industry data from information powerhouses such as the Government Contract Watch database
- Understand the nuances in government budgets and buying cycles
- Access business-building services to accelerate sales and profitability

Avnet GovPath is a proven and coordinated solution approach that helps you identify, develop and close more business within the federal, state and local government and education markets.

Market Overview: Challenges and Opportunities

The U.S. government is the world's largest and most lucrative IT market, with total IT spend adding up to a staggering \$190 billion. By sector, the opportunity breaks out as follows:

- Federal: \$78 billion*
- State and Local: \$92 billion**
- Education: \$20 billion**

Despite its potential rewards, the government space is also one of the most challenging markets in which to compete, requiring a unique set of resources, alliances and expertise to achieve meaningful returns. Solution providers, for example, must navigate a unique hierarchy of opportunity that begins with large contractual agreements and filters down to a select network of well-positioned partners and providers. And each public sector market has its own unique complexities as well. To succeed, partners need to distinguish themselves as industry specialists and trusted advisors who not only understand the intricacies of the market, but also can deliver the complete, industry-specific solutions their customers require.

The Avnet GovPath Solution

Avnet GovPath is a unique strategic approach that has helped government-specialized resellers realize an average sales growth of over 30 percent. Built on Avnet's SolutionsPath[®] methodology, GovPath combines market-specific expertise, resources, technology and support to help you become a trusted advisor to customers and fully capitalize on the highest-growth opportunities for your business within federal, state and local government and education markets.

Industry-Specific Solutions

From virtualization to cyber security and identity management, government and educational entities require a vast array of data center solutions to remain competitive, cost-effective and compliant. With GovPath, you can leverage Avnet's trusted relationships with industry-leading technology suppliers to address these complex requirements with complete, market-ready solutions that encompass hardware, software and high-value services.

Training

Avnet GovPath University enhances your industry knowledge through this comprehensive training and enablement curriculum, which helps you:

- Access real world market knowledge, technical expertise and solution-selling skills
- Navigate the intricacies of each public sector market, including the key market players and contacts
- Understand the nuances of government budgets and buying cycles
- Overcome key barriers to market growth and success

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.