

Avnet MobilityPath[™]

A proven approach to accelerating success in the mobility and collaboration market



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

Market Overview: Challenges and Opportunities

Already a more than \$57.1 billion market, the mobility and collaboration market is expected to grow at a 4-year compound annual growth rate of 13.8 percent, according to industry analysts*. Gartner predicts that 34 percent (\$1.2 trillion) of the total data center spend will be associated with mobility and 67 percent of all workers will be mobile by the end of 2012 (Gartner, 2010).

Contributing to this unprecedented market growth are the dramatically changing dynamics of the enterprise workplace. With people working away from their desks more than 67 percent of the time, businesses in every industry are seeking data center solutions that allow them to be more productive and profitable in this mobile environment while addressing new challenges in data center security, storage and manageability.

The Avnet MobilityPath Solution

Capitalizing on the extraordinary opportunities of today's mobility and collaboration market requires an unprecedented solution approach: Avnet MobilityPath. Built on Avnet's SolutionsPath[®] methodology, MobilityPath combines market-specific resources, expertise, technology and support to help you become trusted advisors to your customers while accelerating your sales and profitability with next-generation mobility and collaboration solutions.

MobilityPath is designed to enhance your hardware, software and service mix to better align with your customers' comprehensive business needs by offering mobility and collaboration solutions that mobilize and manage mission-critical applications across the data center. This innovative solution framework is completed with the integration of leading-edge mobility, workforce collaboration and unified communication technology—resulting in true, end-to-end enterprise solutions that help customers:

- Accelerate business decisions
- Increase measurable productivity
- Improve profitability
- Achieve quantifiable return on investment (ROI)

Why MobilityPath?

- Capitalize on a \$57.1 billion North American market opportunity*
- Provide comprehensive strategies and solutions to enable a mobile-ready data center
- Deliver integrated offerings blending mobility, collaboration and unified communications
- Accelerate business development with targeted assessment services
- Offer industry-specific services to speed solution deployment and implementation

End-to-End Solutions

Capitalize on Avnet's trusted relationships with industry-leading technology suppliers to offer complete solutions that encompass:

- Line-of-business software suites from IBM, Microsoft and Oracle
- Collaboration and productivity software (including unified communication, video conferencing and Enterprise 2.0) to communicate relevant business information and enable faster business decisions
- Workforce mobility capabilities and automated systems to input mission-critical information back to the line-of-business suites and extend the information to any mobile device

Training

Avnet's Data Center University offers an in-depth training curriculum designed to help you understand the major market trends affecting the data center but also understand your customer's business pains and respond with more effective and profitable solutions to address the needs of the business. This three-day course will address topics that will allow you to solve your customers' business pains and articulate the effects that changing market conditions have on the Data Center solutions you sell.

Our university curriculum provides:

- Roadmaps to understand, navigate and fully capitalize on adjacent technology opportunities
- Provides the skills, services, tools and technologies to effectively sell profitable data center solutions
- Real-world knowledge of the demands, challenges and priorities of the CIO/CMO
- Specific technology training and go-to market solution strategies that enable partners to deliver complete data center solutions

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.

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



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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.