

Avnet NetworkPath[™]

A proven approach to accelerating success in the networking market



Avnet NetworkPath is a coordinated solution approach that equips you with the specialized knowledge and skills needed to quickly build and grow a profitable network practice.

Market Overview: Challenges and Opportunities

In a recent IDC survey, more than 300 IT organizations identified network upgrades as their top spending priority—a trend that is now driving network sales faster than overall IT spending. Already a more than \$33.8 billion market in North America, the networking market is expected to grow at a 4-year compound annual growth rate of 5.4 percent, according to industry analysts*.

Fueling this market growth are a number of key drivers, ranging from virtualization and Cloud computing to converged networks and endpoint growth—all of which require a strong, robust network to succeed. No longer content with networking technology that is just “good enough,” customers are turning to trusted advisors for complete, best-of-breed solutions that fully integrate and optimize their infrastructures and elevate their networks into competitive advantages.

The Avnet NetworkPath Solution

Avnet NetworkPath is a highly coordinated, strategic approach that will accelerate your success in the networking market, while helping you minimize investment cost and risk. Built on Avnet’s SolutionsPath[®] methodology, NetworkPath combines market-specific expertise, resources, technology and support to help you become a trusted advisor to customers by providing comprehensive solutions that address current and next-generation IT needs across the networked infrastructure, from data center to campus and remote/branch locations.

Why NetworkPath?

- Capitalize on a \$33.8 billion North American market opportunity*
- Align practice with double-digit growth segments, including 10G Ethernet
- Provide cross-supplier solutions that fully integrate and optimize customers’ networked infrastructures
- Initiate and accelerate sales with complete network assessments

Networking Solutions

NetworkPath connects you to the leading-edge technology, resources and expertise you need to provide solutions that address customer needs across the data center, remote branch and campus infrastructure. We offer networking solutions in areas such as switching and routing, application acceleration and delivery, networked-based security, wireless networks, network management and converged networks.

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.