

Avnet RetailPath[™]

A proven approach to accelerating success in the retail market



Why RetailPath?

- Capitalize on a \$43.2 billion-plus North American market opportunity*
- Gain insight into key industry drivers, from aging infrastructure to expanding routes to market
- Provide proven, market-ready solutions aimed at high-growth industry segments
- Drive and support sales with targeted customer assessments

Avnet RetailPath is a coordinated solution approach that enables you to provide cross-supplier solutions tailored to the demands of today's multi-channel retail environment.

Market Overview: Challenges and Opportunities

Leading industry analysts expect IT sales in the retail market to reach \$43.2 billion this year and grow at a 4-year compound annual growth rate of 5.7 percent by 2014.* Gartner, in fact, reports retail IT spend will be one of the top five spend drivers overall.

Today's retail industry is being shaped by innovations ranging from smart phones to social networking, as well as difficulties ranging from aging infrastructures to more discerning and demanding shoppers. These factors are creating unprecedented opportunities and challenges for retailers, driving demand for comprehensive data center solutions that help them:

- Attract and retain more customers
- Build and differentiate brand value across multiple media
- Optimize operational efficiency and flexibility
- Boost sales and profitability
- Achieve measurable return on investment (ROI)

The Avnet RetailPath Solution

Avnet RetailPath prepares and positions you to address the comprehensive business and IT needs of today's retailers, while enabling you to enter and excel in this lucrative space more quickly and easily and with less investment risk and cost.

Built on Avnet's SolutionsPath[®] methodology, RetailPath allows you to access and engage the precise combination of industry-specific services, solutions, relationships and support you need to achieve:

- Retail market specialization
- Accelerated sales growth and profitability
- Clear differentiation as a trusted solution advisor in the retail industry

Targeted Solutions

From storage, security and business intelligence solutions to mobility, cloud and virtualization technology, retailers are turning to their trusted solution advisors for a wide array of data center solutions that help them:

- More effectively obtain, manage and mine market data
- Personalize messaging and marketing to consumers
- Manage, integrate and optimize multi-channel opportunities
- Elevate productivity, profitability and brand equity

With RetailPath, you're able to leverage Avnet's trusted relationships with industry-leading technology suppliers to address these complex requirements with complete, market-ready solutions that combine hardware, software and high-value services.

Training

Avnet RetailPath University offers an unmatched enablement and training curriculum specifically designed to help you quickly gain:

- In-depth insight into the challenges and opportunities of the retail industry's multi-channel environment
- Hands-on knowledge of new and emerging technologies that are driving new sales opportunities, expanding consumer touch points and enabling next-generation buying trends
- Specific technology training and solution-selling skills
- As a part of RetailPath™ University, Avnet prepares qualified U.S. reseller partners to obtain their NRF Foundation Professional Retail Business Credential. With this certification, partners can demonstrate their commitment to understanding retail clients' needs, and better serve their clients with increased knowledge of the industry.

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



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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.