

# Avnet StoragePath<sup>™</sup>

A proven approach to accelerating success in the storage market



Avnet StoragePath is a coordinated solution approach that connects you to the resources, technology and opportunities needed to grow storage sales and profitability while minimizing cost and investment.

## Market Overview: Challenges and Opportunities

According to industry analysts, the storage industry in North America will reach \$35.0 billion in 2011 and continue to grow at a 4-year annual growth rate of 5.8 percent.\* The storage market has grown dramatically over the past several years due to the convergence of several key factors, including:

- New emphasis on unstructured data (graphics, voice, video)
- Expanding legislation regarding information governance and e-discovery
- Growing trends such as the widespread deployment of server virtualization, greater dependency on mission critical applications for business operations and the pervasive use of Web-based data across the network, from users to the data center

Over the next several years, storage optimization will be a primary driver for storage solution sales as customers in every industry seek to contain costs through data compression, de-duplication, thin provisioning, auto-tiering, storage virtualization and Cloud computing. At the same time, server virtualization will be a key catalyst for storage infrastructure virtualization and enhancement due to capacity planning, workload management, and backup and recovery issues. Additionally, professional services geared toward architecting, deploying and integrating Cloud storage are also anticipated to expand widely through 2013.

## The Avnet StoragePath Solution

Whether you are new to the storage market or an established provider, Avnet StoragePath can help you capitalize on the vast opportunities shaping this space, quickly and profitably. Built on Avnet's SolutionsPath<sup>®</sup> methodology, StoragePath prepares and positions you to address the top storage goals of today's enterprises, including:

- Optimization of storage resources across the IT infrastructure
- Support for virtualization, business continuity and disaster recovery imperatives
- Legal and regulatory compliance

## Why StoragePath?

- Capitalize on a \$35.0 billion North American market opportunity\*
- Align solutions with key customer drivers, including infrastructure optimization goals, information governance, virtualization and Cloud computing
- Support virtualization deployments with strategic solutions based on capacity planning, workload management and backup and recovery requirements
- Provide high-value services that augment your offering and boost profitability

## Storage Solutions

StoragePath connects you to the leading-edge technology, resources and expertise you need to provide solutions that address key customer needs across the data center. We offer storage solutions in areas such as infrastructure design and management, storage utilization, data loss protection and recovery, and application optimization.

## 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](mailto: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](http://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](http://www.ats.avnet.com)) is an operating group of Avnet, Inc.