

SolutionsPath[®] Engagement Service

Follow the path to profitable growth



The Right Markets. Right Now.

- EnergyPath™ - \$22.1 billion North American market opportunity*
- FinancialPath™ - \$68.1 billion North American market opportunity*
- GovPath® - \$190 billion North American market opportunity**
- HealthPath® - \$30.9 billion North American market opportunity*
- RetailPath™ - \$43.2 billion-plus North American market opportunity***

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, you must elevate your 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's SolutionsPath Engagement Service is a strategic consulting offering designed to bolster your business' ability to design, sell and deliver data center solutions into high growth, vertical markets. Avnet partners with strategic solution providers to effectively develop and execute a plan for growth in targeted markets utilizing Avnet's expertise and investment in key resources.

There are five key phases to Avnet's SolutionsPath Engagement Service:

1. **Business Analysis:** Understanding your business from multiple angles through fact-based data is the foundation of this service. We provide quantitative and qualitative analysis of your business as a baseline for sound decision-making throughout the engagement process.
2. **Strategic Planning:** The information gathered in Business Analysis provides the framework on which the Strategic growth plan is built. A team of Avnet consultants, including pertinent vertical market and data center experts, meet with your team to review the insight gained in Business Analysis, determine trends and identify opportunities. A detailed strategic growth plan is the end-result of this phase which is developed to support the findings; including strategies, tactics, timelines and expert resource support.

* Source: IDC - Worldwide Vertical Markets IT Spending 2010–2015 Forecast: 1Q11 (Sept. 2011)

** Source: Center for Digital Government (CDG) (April 2011)

*** Source: Gartner-Enterprise IT Spending by Vertical Industry Market WW: 2Q11 (July 2011)

"I would just say that in all my years in the channel, dealing with many distribution partners, this is the first time that I've actually felt the partnership with a distributor. Somebody that cares about my business cares about my growth and listens to the things that help us, not necessarily trying to come in and shoe horn ideas that they have but we formulate them together, the best practices, the things that are successful so that I don't have to recreate the wheel. So Avnet has been critical to our success, as we've continued to grow our pipeline and it's been a direct reflection of that partnership"

*Tim Steinour, President,
E-Safe Technologies*

- 3. Training & Enablement:** Based on the growth plan built from the strategic planning session, Avnet provides a modular-based curriculum tailored to your specific plan, delivered by Avnet experts and best-of-breed consultants. The training curriculum combines on-site, on-demand and online trainings to help drive targeted solution expertise.
- 4. Demand Creation:** Gain access to a proven team of marketing experts who will assist in creating a targeted marketing strategy and implementation plan around selected growth markets. This strategic marketing plan will include a GAP determination and prioritization, industry specific messaging, mapping to appropriate events, demand generation campaigns and programs designed to help build pipeline in specific vertical markets and data center solutions.
- 5. Services:** The strategic growth plan will identify and make recommendations to fill gaps in your services portfolio to increase ROI and sales productivity and get you to market faster. Leverage our team of technical experts to provide managed, cloud and professional services that span the IT lifecycle and offer solutions that align to key data center demands.

Those who invest in a SolutionsPath Engagement Service gain access to Avnet's \$12M+ investment in consultants, resources and tools that accelerate growth planning, enablement and execution, including:

- Resources to increase a partner's depth of industry expertise and breadth of data center solution competencies across converging technologies in: healthcare, retail, energy, government, finance, storage, networking, security, virtualization and the cloud.
- Use of a proven methodology and the resources required to deliver the right results
- Deep technical data center services expertise and delivery capabilities
- Professional services selling resources

Interested in learning more? Contact your Avnet account manager or email solutionspathinfo@avnet.com for more information.

The Right Partner: **Avnet**

Avnet Technology Solutions is a global solutions distributor dedicated to accelerating the success of our channel partners. Our core services and solutions offerings span the data center, providing partners with cost-effective approaches to identifying and seizing high-growth opportunities in key markets and technologies. Avnet partners can achieve market specialization, and better address the needs and business challenges of all customers—resulting in new revenue and enhanced profitability.

- Accelerate business growth
- Specialize in new markets faster, at less cost
- Benefit from Avnet's 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.