



# WHAT DO YOU NEED TO GET AHEAD?

*Accelerating Your Success™*

# IT'S A TOUGH QUESTION TO ANSWER

After all, what your business requires to ensure success today may be very different from what you need next month, next quarter or next year. That's the nature of today's technology markets. Opportunities are moving targets. Customer needs are continually evolving. And business requirements are ever changing.

As a result, it's more important than ever to have a partner that not only understands the dynamic needs of your business, but also has the proven expertise, comprehensive resources, progressive solutions and leading-edge channel relationships to help you get ahead—and stay there.

At Avnet Technology Solutions, we believe partnership is about more than supplying products or completing transactions. It's about commitment, collaboration and continually exceeding expectations. Most importantly, it's about understanding and delivering what your business requires at all times to achieve your goals and accelerate success.

**SO WHAT DO YOU NEED TO GET AHEAD? YOU'LL FIND THE ANSWER IS AVNET.**



# ELEVATE YOUR EXPECTATIONS

How much value you get out of a partnership ultimately depends on how much value your partner brings to it. And at Avnet, we don't think you should settle for anything less than maximum returns. As a result, we continually invest in and refine our resources, programs and capabilities to ensure that we provide the expertise, opportunities and full depth and breadth of support you need to achieve and exceed your business goals. With our unique combination of strengths, Avnet can help you realize measurable business gains through consistent business growth, increased profitability, stronger customer relationships and sustainable competitive advantages.

Here's a look at the key strengths that add value to our partnerships—and our partners:

## CONSULTATIVE SOLUTIONS APPROACH

At Avnet, we understand that the first rule of a successful partnership is listening to your partner. Once we understand your business goals and priorities, we can better tailor our resources, relationships and capabilities to help you reach them—faster, more easily and more profitably. Our proprietary SolutionsPath™ methodology is rooted in this fundamental approach, enabling us to work with you to effectively align your company's business focus and efforts with the most lucrative, high-growth segments of today's fastest growing markets.

## BUSINESS-BUILDING RESOURCES

There is no single service to address your every business need, but there is a single source: Avnet. From strategic planning and assessment services to education, marketing and technical support, we provide a full range of targeted resources and high-value services that allow you to remain focused on your core business, while cost-effectively expanding your market reach and capabilities.

## STRATEGIC CHANNEL RELATIONSHIPS

When you partner with Avnet, you benefit from our expansive network of alliances with leading technology suppliers, software vendors and service providers. These deep and longstanding relationships enable us to create collaborative opportunities for our partners while simplifying and streamlining the steps necessary to architect, sell and deliver solutions that combine technologies and span supplier lines.

## COMMITMENT TO INNOVATION

Innovation is one of those words that gets thrown around a lot in our industry. But at Avnet, it is a defining and differentiating strength that has made us a partner of choice in the channel for more than 50 years. Our commitment to innovation underlies everything we do. In fact, it's the driving force behind every new program, resource and solution we provide, from our results-driven partner enablement programs to our high-impact tools and online resources to our unique collaborative service delivery model.

## AVNET'S "NEVER SAY NEVER" APPROACH TO INNOVATION

According to global technology intelligence firm, IDC, Avnet is taking the lead in helping partners enter and excel in today's top-growth markets through a true channel innovation: the SolutionsPath™ methodology. In a recent article entitled, "Never Say Never: Avnet Differentiating in IT Distribution\*," IDC analyst Janet Waxman states:

"Avnet Technology Solutions stands out as a "poster child" for innovation in the IT distribution market with Avnet SolutionsPath™, a methodology designed by Avnet to help partners achieve solution-selling specialization in high-growth vertical and technology markets."

\*IDC, Never Say Never: Avnet Differentiating in IT Distribution, Doc # 216286, January 2009

# OPTIMIZE YOUR APPROACH

While many of today's most lucrative markets are ripe with opportunity, hidden challenges and unexpected complexities can make it tough to secure a sustainable share. Achieving measurable growth and success requires a solid understanding of the factors shaping these markets. In addition, partners need a clearly defined strategy to identify and pursue the most promising and profitable opportunities based on their core business strengths, focus and goals. Our SolutionsPath™ practices are designed specifically to help partners enter and specialize in these high-growth markets quickly, easily and cost-effectively, whether you are just starting out or seeking to take your business to the next level.

Avnet SolutionsPath™ encompasses three key strategies:

## **ENVISION:** *IDENTIFY AND PURSUE THE RIGHT OPPORTUNITIES*

We identify high-growth market opportunities and position you to excel in these lucrative spaces through a complete and targeted solution approach. We conduct a comprehensive business review to analyze your core competencies and solution capabilities and then work with you to align your company's business focus and efforts with the most profitable, high-growth segments of the market.

## **ENABLE:** *POSITION YOUR COMPANY FOR SUCCESS*

We provide an unparalleled portfolio of services, programs and expertise to help you quickly build a profitable solution practice while reducing your investment costs and risk. Through each of our SolutionsPath™ practices, you'll gain comprehensive training services, collaborative opportunities with top technology providers and robust sales and marketing support to build customer awareness, generate demand and pursue qualified prospects.

## **EXECUTE:** *ACHIEVE THE RIGHT RESULTS SOONER*

We leverage leading-edge technology relationships to expand your solution capabilities and offerings, helping accelerate time to market, increase profitability and secure a sustainable competitive edge. We also work with you to provide the comprehensive services and support you need—from expert pre-sales technical support and world-class integration services to innovative sales support and financing solutions—to effectively develop and deliver solutions with minimal cost and investment.



## AVNET SOLUTIONSPATH™ PRACTICES

Combining a market-specific consultative approach, targeted education and training curriculum, high-impact tools and resources and targeted solutions, Avnet's SolutionsPath™ programs can help support, grow and accelerate your success in high-growth vertical and technology markets:

GovPath™	Helps you gain the programs, tools and support you need to identify, develop and close incremental business within the federal, state, local government and education markets.
HealthPath™	Prepares you to deliver complete technology solutions that address leading concerns of today's healthcare organizations, including expanding industry regulations, heightened patient safety concerns, staffing shortages and a constant need to contain costs.
VirtualPath™	Enables you to navigate through tough market complexities including integration difficulties, extensive training and certification requirements so you are equipped with highly effective and profitable virtualization solutions that can deliver measurable results for your customers.
StoragePath™	Equips you with the resources and knowledge you need to provide highly targeted strategies and solutions that address the full span of your customers' network infrastructure needs while demonstrating measurable ROI.
SecurePath™	Allows you to quickly and easily establish or grow your business to provide cross-supplier solutions that address customers' top security concerns, including regulatory compliance, reduction and prevention of IT risks, infrastructure security, data safety and cost efficiencies.
NetworkPath™	Avnet simplifies and streamlines access to the expertise, resources and technology you need to deliver comprehensive networking solutions that support and enable the full spectrum of your customers' technology needs—from wireless applications to voice-over-IP, while providing optimum reliability, scalability and security.

## TECHNOLOGY-FOCUSED EXPERTISE

Mobility	From hand held devices to data collection to RFID and wireless networking, Avnet can help you master the rapidly evolving mobile computing market and exceed your profit goals and your customers' expectations with the same sale.
Unified Communications	Avnet connects you to the industry experts, programs and technologies necessary to provide fully converged voice and data solutions that help your customers get more out of their network investment, while building new revenue streams for your business.
Embedded Solutions	By integrating commercial off-the-shelf computing technology and customized components with a wide array of value-added services to create custom solutions, Avnet can help bring quality products to market quickly and successfully.



# ENRICH YOUR RETURNS

Growing your business doesn't mean you have to grow your company. At Avnet, we continually invest in high-value services and resources that enhance our partners' offerings while reducing their cost of business. From comprehensive back-office support to front-line assistance and expertise in the field, Avnet provides specific services and capabilities that will yield more opportunities, better returns and a sustainable competitive edge for your business.

## AVNET PORTFOLIO OF SERVICES

Whether you have a dedicated services team or you are considering adding services, Avnet can augment your capabilities quickly and cost effectively at every point of the sales cycle. Our portfolio of professional and managed services help you initiate and accelerate the sale of data center solutions across technology and vertical markets. By aligning our services with the high growth markets of our SolutionsPath™ practices, we provide you with the technical expertise to meet specific and complex customer business needs.

- » **Assessment Services:** enable you to position yourself at the front of the sales cycle to drive business development and deliver complete solutions to their customers.
- » **Design Services:** solution architects and technical consultants collaborate with you to design solutions based on the assessment findings.
- » **Implementation Services:** enable you to expand your implementation and integration capabilities without incurring hiring and training expenses.
- » **Managed Services:** help your customers drive lower cost of ownership and gain flexibility by leveraging Avnet's 20+ years of experience in managing data centers.

## CORE SERVICES

We deliver a comprehensive foundation of services that spans the sales cycle. At each stage, we equip you with the tools, resources and capabilities you need to accelerate time-to-market and gain a competitive edge. And every step of the way, our experienced network of field-based and centralized sales support professionals provides and facilitates personalized collaboration that helps you capture more sales while increasing your customers' satisfaction.

- » **Logistics:** We provide the people, process and technologies to ensure your solution arrives where and when it's expected. Every year, in fact, we complete an average 60,000-plus configurations and integrate an average of 240,000-plus units—with a 99.97 percent error-free track record.

- » **Sales:** We have the market, product, channel, technology and solutions knowledge to grow your business faster than the competition.
- » **Marketing:** Our product experts and marketing professionals bring you events and proven programs to help you reach new markets and customers. For example, our team executes over 1,000 lead generation programs each year to help grow our partners' businesses.
- » **Finance:** We offer solution acquisition alternatives such as leasing and receivable services to meet your customers' needs, giving you greater flexibility to take on larger, more complex deals. Through our receivables services alone, we facilitate more than 2,500 transactions each year.
- » **Technical:** Our experienced technical professionals provide support to you and your customers on the phone or in the field with multi-vendor expertise in all aspects of solutions delivery, from pre-sales to implementation.
- » **Tools:** Our online portals make doing business with us easier by providing instant access to the information and tools you need. Plus, quotes, order status and up-to-date sales leads are right at your fingertips.

## AVNET INTEGRATION SERVICES AND GLOBAL SOLUTIONS CENTER

Encompassing 228,000 square feet, our state-of-the-art integration and logistics center can ship more than 700,000 systems annually to meet integration requests of any scope, quickly and effectively. The Global Solutions Center also maintains medical compliance and other specialized certifications that are necessary to support the needs of customers in healthcare and other highly regulated—and lucrative—industries. Plus, the Center's international reach and capabilities enable partners to immediately expand their market focus beyond borders, opening the door to larger opportunities and future business growth. Providing comprehensive hardware integration, software configuration and customization, packaging and logistics and maintenance services, Avnet Integration Services and the Global Solutions Center can help partners:

- » accelerate time to market
- » reduce the risk of improperly configured systems
- » expand market reach
- » improve customer satisfaction

# GROW YOUR RELATIONSHIPS

By partnering with Avnet, you have a unique connection to collaborative business-building opportunities within the channel that help you keep pace with the changing demands of today's top markets and deliver superior solutions to your customers. By leveraging our unique position at the center of the channel, we're able to build deep and lasting relationships with top technology suppliers, software vendors and service providers that translate into competitive strengths for you--at every point of the sales cycle.

## LEADING TECHNOLOGY SUPPLIER RELATIONSHIPS

At Avnet, we build highly effective relationships with diverse technology suppliers—including well-established leaders and emerging market innovators—to help you reach new markets and customers profitably. Through these relationships, we have developed a deeper understanding of each supplier's program so we can help you better utilize them to achieve your business goals. This collaborative approach ensures that you gain the industry expertise, services and technology you need to deliver optimum value to your customers and your bottom line.

## PARTNERING ECOSYSTEMS

Avnet offers another unique advantage to partners by aligning diverse channel partnerships into unique partner "ecosystems" that are based on natural synergies among resellers, software vendors and various channel service providers. Each ecosystem is tailored around the specific needs of a key vertical or technology-based market, enabling you to provide customers with cross-supplier solutions and benefit from a full range of hardware and software technologies across multiple platforms. In addition, Avnet can help you identify and capitalize on sales support and incentive programs from multiple suppliers and sources to enhance your business efforts and boost profitability.





# MOVE FORWARD—FASTER

At Avnet, we partner with you to understand and deliver the full breadth and depth of support and capabilities you need to take your business to the next level—today and every day. Our comprehensive resources and strategic relationships connect you to the technology, expertise and collaborative opportunities you need to consistently deliver best-in-class solutions while reaching new customers and markets more quickly and profitably.

By delivering real value at every level of your company and every point of your business cycle, Avnet is the one partner you can rely on to continually move your business forward and accelerate success.

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## **Avnet Technology Solutions**

8700 South Price Road  
Tempe, Arizona 85284

1-800-409-1483  
[www.ats.avnet.com](http://www.ats.avnet.com)

Avnet Technology Solutions is an operating group of Avnet, Inc. (NYSE: AVT) with locations in more than 30 countries. As a leading distributor of IT solutions, Avnet improves how technology products and services are defined and delivered to businesses worldwide through the channel. We enable solutions providers to grow faster by helping them understand and meet their customers' unique business requirements and industry-specific needs with unified solutions that combine technologies and span supplier lines.