



Arrow Education

Services Overview



Arrow Strength in numbers

CUSTOMERS

210,000+

EMPLOYEES

22,000+

2022 GLOBAL SALES (USD)

\$37.12B

*No single customer
accounted for more
than 2% of
consolidated sales.*

ARW

FORTUNE 500 RANK (2023)

109

NYSE TICKER SYMBOL

ARW

FOUNDED

1935

GLOBAL HEADQUARTERS

Centennial, CO, USA

Strategy

Support the transformation

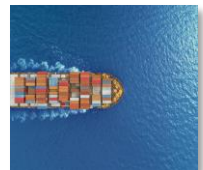
**A unique position
to up-skill your team**



Close to the
technologies and to
the vendors within
Arrow

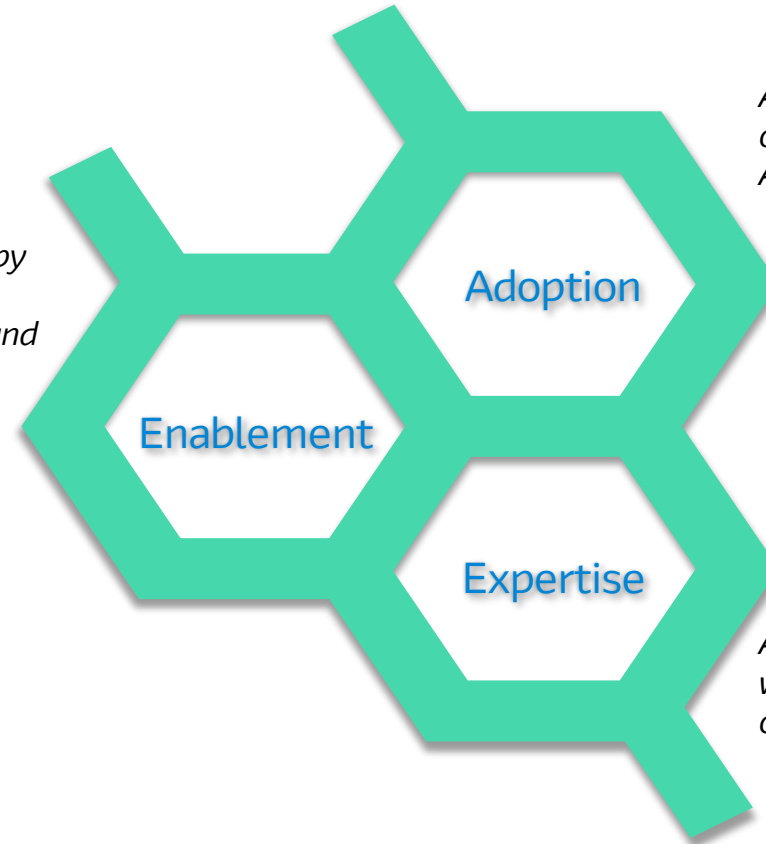


Manage +15,000
resellers,
integrators, CSI,
MSP in EMEA



In touch with
+150,000 clients
through our channel
partners in EMEA

*Get a broad overview by
topic: cloud, security,
data center, network and
more*



*A complete portfolio of courses
on the key technologies in the
Arrow catalog*

*Authorized training centers
with +30 vendors delivering
certifications*

Figures and KPIs

A powerful and balanced education model



4,100 Courses



18,000 Students



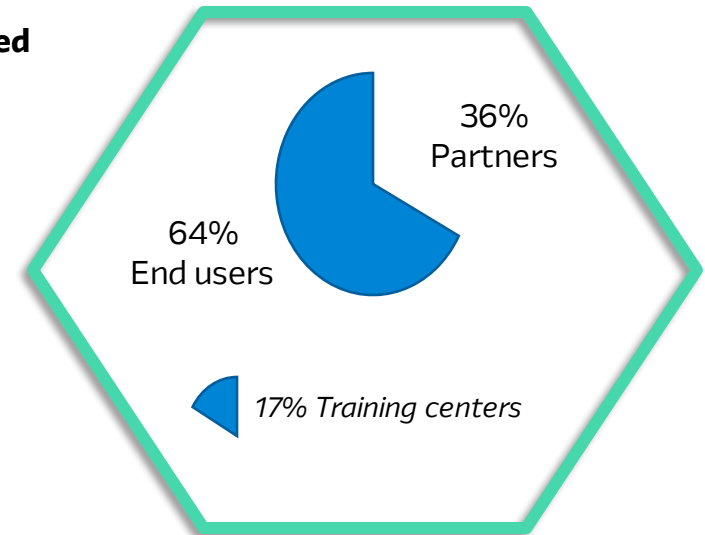
70% Students certified



75% Public / 25% private



95,2% Satisfaction rate



Arrow Education Awards and credentials

Arrow Education nominated as
Top 20 WW Training company
for several years

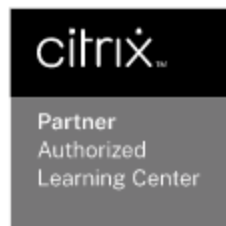


IBM Global
Training Provider



Quality in our DNA

Citrix CALC of the Year
(DE/FI)



Veeam Certified
trainer of the Year



Checkpoint
Platinum Elite
status EMEA



Business dynamic

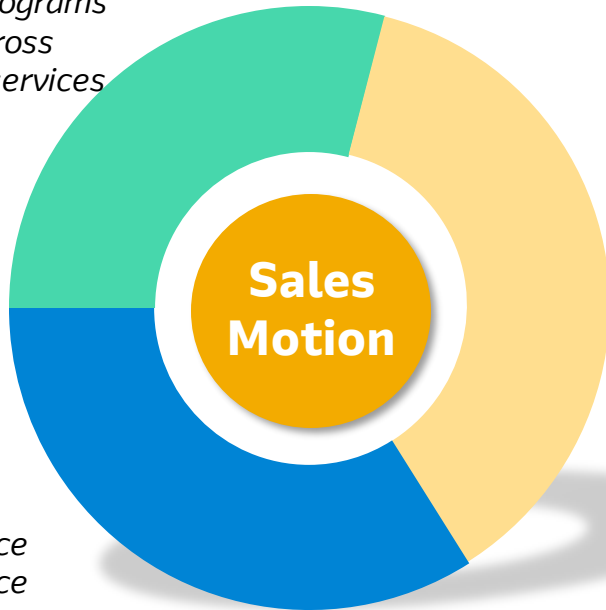
Technologies leverage

'Disti' leverage

- Thousand sales attaching services
- Training units/vouchers programs
- In touch with end users across industries to sell training services

Edu sales

Dedicated salesforce with deep experience on advising the customers and to sell



Marketing engine

- Offering management and new concepts
- Marketing programs
- Web campaigns / social media / newsletters



Technology DNA

The largest courses portfolio with the major vendors and the new ones



Expertise and certification

Focus on the knowledge of the IT professional (MPS, CSI) and the end users



Transformation by the tech

Set of courses, workshops, digital tips, and labs on key topics (cyber, DevOps, etc.)

Resources

A full set of services to increase your knowledge

Offering



ATC / +30 vendors

Certification

Arrow Academy

Labs and testing offers

ArrowSphere (cloud)

Method



Virtual classroom

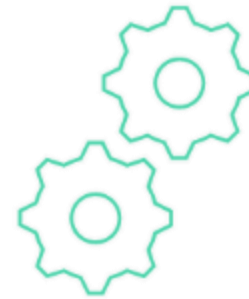
Blended learning

Digital vendors courses

Multi-languages and Pan-EMEA schedule

Classroom

Tools



Management: BAPS

CRM dedicated: BAPS

Quality control: MTM

Remote tools

Labs in the cloud

Marketing



Web by country / mobile (18)

Social media (Sprinklr)

Eloqua platform

Database partners and EU

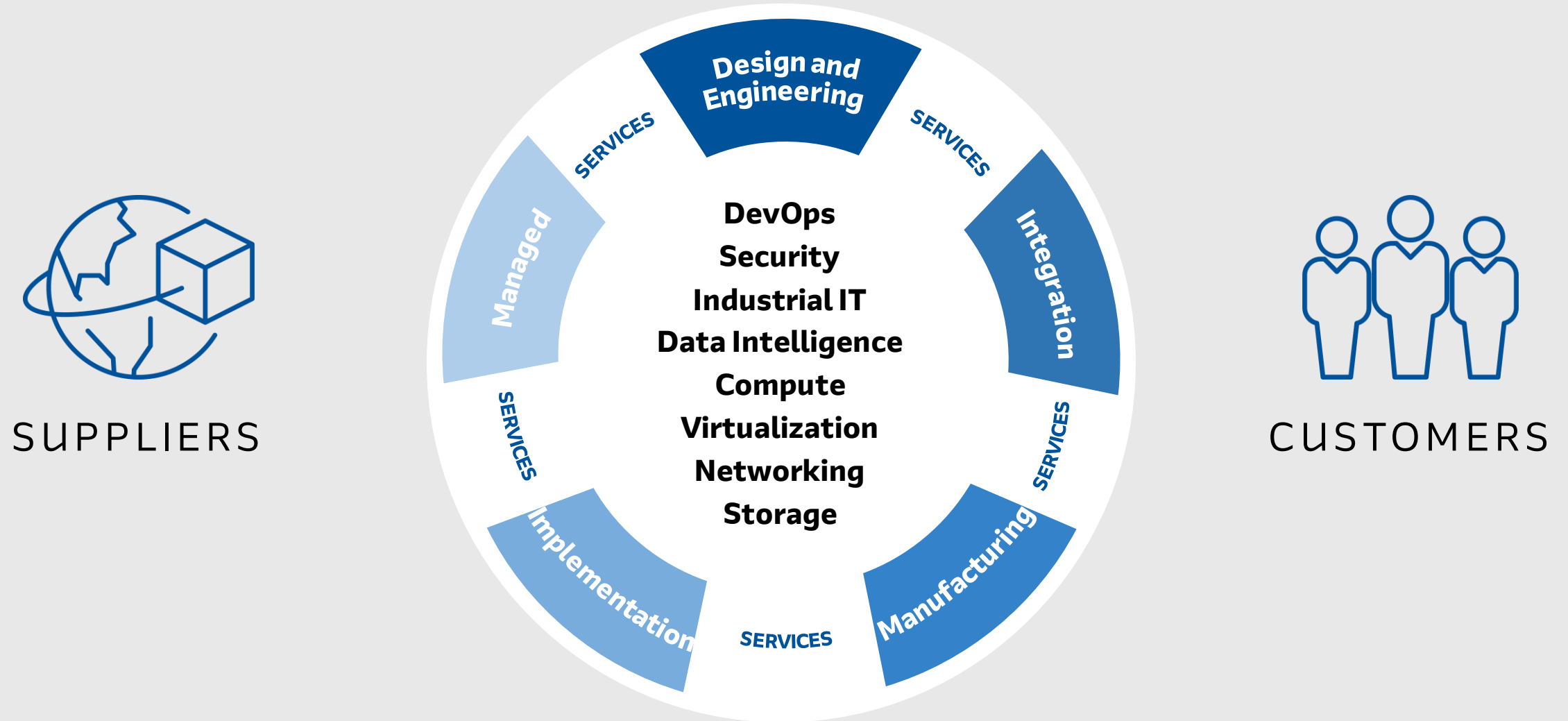
Analytics (PBI)

IBM – VMware – Citrix – Checkpoint – Fortinet – Microsoft – Veeam – Splunk – NetApp – Nutanix
Kubernetes

DevOps – scrum – agile – Linux – cybersecurity – OpenStack – big data –

Solutions + services

A unique combination in the market

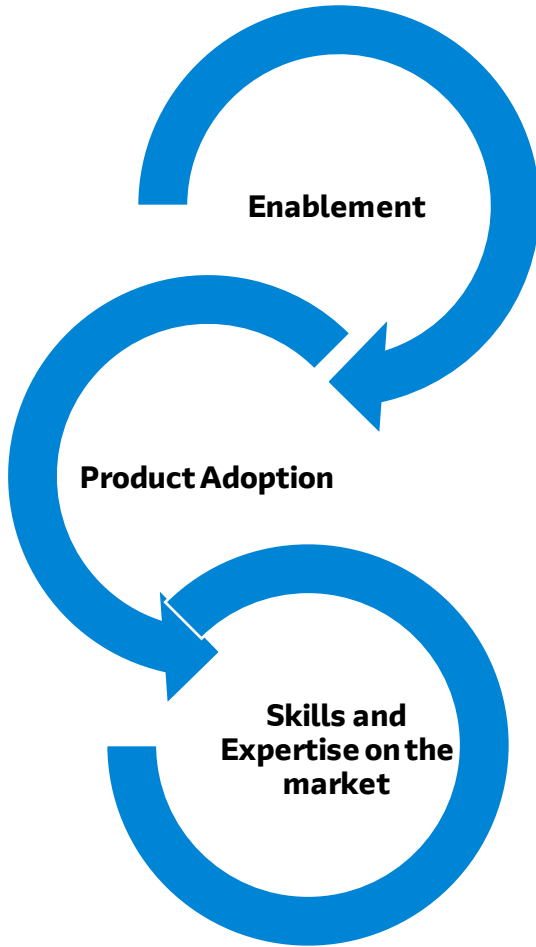


Thank You



Five Years Out

Arrow Education mission



Enablement of Partners



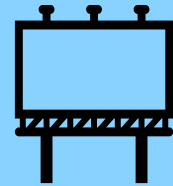
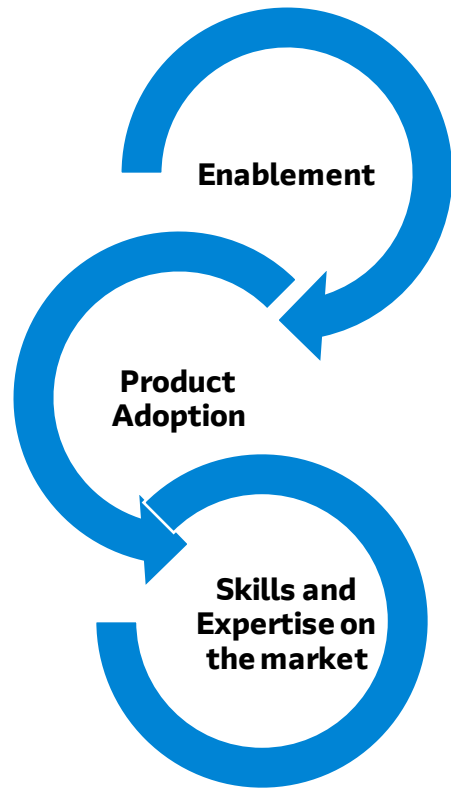
- Acquire skills and knowledge to add **value to your clients**
- Meet the **certifications** you need to run and develop your business
- Comply with **vendor programs**, achieve better **rebates**
- A **full scope of services** including training delivered to your customers
- Less time **troubleshooting**
- Faster **deployment and Market recognition**

Skills and Expertise for Clients



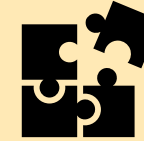
- Ensure a more secure, **faster**, and smoother technology adoption
- Increase **productivity**
- Maximize **technology investments** by mastering their features and capabilities

Arrow Education Services at a glance



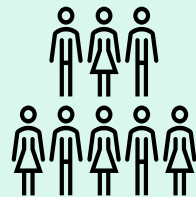
Arrow Education in numbers

- 4.100 different courses
- 15.000+ students
- Quality – 95.2% satisfaction rate
- 30+ authorized vendors
- 80% public/20% private



Innovative Delivery and content

- 85% virtual classrooms
- Hybrid courses
- Digital and Learning subscription
- Arrow Education as a program on ArrowSphere
- Managed Education Services
- Own developed content
- Tailored content
- Webinars



Coverage & Experience

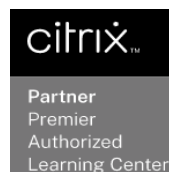
- 18 countries (IBM WW contract 80+ countries)
- Multi-lingual
- 20+ year of experience
- One Arrow – DB + education attached to product sales
- Authorized & certified instructors
- Dedicated OM



Certification and badges

- 70% certified students
- Partner certification bootcamp
- Arrow Partner programs (MS/Fortinet)

Some accreditations and awards







Go to Market Strategy

How we sell

Through our Brand Business Units	Through our Education Teams	Through the web
<ul style="list-style-type: none"> • Direct <ul style="list-style-type: none"> ✓ Attach Education to Product Sales - leads' passing. ✓ Involve the Brand and X AM teams. • Indirect - leverage of partners eco systems to sell to end users (discount prg in place / easy scheduling prg) 	<ul style="list-style-type: none"> • Direct - dedicated sales and BDMs • Telesales to Installed base • Indirect - leverage a network of Training partners for sales and coverage • TSDPs 	<ul style="list-style-type: none"> • Direct to Existing and New customers • Mix of partners and end users

Who we sell to

 <p>Business Partner Reseller Existing + Grow New</p>	 <p>End user</p>	 <p>Cross company sizes: Enterprise, New focus on SMB</p>	 <p>Cross Industries : Finance, Insurance, Services, Government, Education, Healthcare, Technology, Retail, Defense, Com</p>
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What we sell

<ul style="list-style-type: none"> • Single classes • Full training paths 	<ul style="list-style-type: none"> • Certifications • Solutions and cross vendors training paths 	<ul style="list-style-type: none"> • Education packs • Learning Management Services
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How we market : Marketing & Communication (mix of standard and online marketing)

<ul style="list-style-type: none"> ✓ Web: <p>Regular Web updates and publications:</p> <ul style="list-style-type: none"> • Technp providers - IBM Arrow Education • Certification: IBM certifications <ul style="list-style-type: none"> ✓ Events & Conferences ✓ Lead generation 	<ul style="list-style-type: none"> ✓ Mailing: <p>Regular translated newsletters to our Education and Arrow ECS partner/end user bases: Newsletter</p> <ul style="list-style-type: none"> ✓ Demo centers ✓ Online brochures ✓ Press Releases 	<ul style="list-style-type: none"> ✓ Social media: <ul style="list-style-type: none"> • LinkedIn Paid Campaigns & Google Adwords • Monthly organic social media relayed at Education and ECS corporate level: <ul style="list-style-type: none"> ○ Arrow ECS Education Services LinkedIn account ○ Arrow Education News Section
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Why choose Arrow?

The strenghts of a Distributor combined with the advantages of an experienced Training Company

Leveraging each others strenghts and potential

- WW Coverage
- Offering a single point of contact for your IT training projects
- Arrow offers the leading vendors worldwide an easy engagement for multinational challenges
- Arrow strong Distributor of various technologies – 174 different vendors
- Deep knowledge of the Partner ecosystems (MSP, GSI, ISVs...)
- 22.000 Partners managed across EMEA and various technologies
- Giving us access to 210.000 End Users
- Used to recruit Partners
- Used to enable Partners' own employees
- Through Partners, access to end users training requirements
- Close work between Distribution and Education to attach Training offerings at selling time
- One-stop-shopping for customers
- Cross technology selling and partner ecosystems leveraging



Additional Resources

Find our complete offering per country and receive the latest news and offers

Arrow Education country web sites

- edu.arrow.com

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