

ARROW | Cloud

Enterprise Computing Solutions

ArrowSphere xSP



V | Five Years Out

arrow.com

V | Five Years Out

The Arrow Difference

At Arrow we aggregate. Enable. Build ecosystems. We anticipate market momentum, technology demands and adoption patterns. And we bring the right resources and people together.

We are an information technology distributor specialising in end-to-end IT infrastructure solutions, including cloud services, data storage, data centre infrastructure management, enterprise software, servers, network security, unified communications and virtualisation.

Working with our channel partners, we bring efficiency to the storage management, security and deployment of data, providing secure access to business-critical information any time, from any location, on any device.

Our goal is to facilitate new business models. And to offer solutions, tools and resources for the dynamic transformation of your business.



ArrowSphere

Enabling cloud service providers

The cloud. It possesses extraordinary promise. But comes with complex challenges.

That's why we at Arrow built ArrowSphere, an innovative marketplace for the channel that delivers on the potential of the cloud.

Through ArrowSphere xSP, Managed Service Providers (MSPs) can manage all cloud service provider software licence programmes, source IaaS and SaaS offerings to help build more cost effective and scalable cloud services plus improve management of their build programmes utilising Stack Builder. All this meaning costs are reduced, time to market for offerings are increased and SLAs can be better managed.

In addition cloud service providers can now resell services from the ArrowSphere catalogue, enhancing their portfolio to gain more share of customer wallet.

Business Benefits for Managed Service Providers

Cloud is changing the market, and change always presents difficulties, but along with its challenges the cloud represents tangible business potential for service providers like you.

As you are looking for ways to grow your recurring services model, you'll find an upside. Your role as an essential resource for cloud services will position you to become more deeply embedded in your customers' business processes, reinforcing relationships that one-time transactions never could.

MANAGING OPERATIONAL COST

Better manage multiple cloud service provider programmes replacing man days of non productive work and avoiding the costly yet inevitable mistakes when managing diverse programmes manually. And utilise ArrowSphere's marketing leading IaaS offerings replacing (or complementing) proprietary hardware or software.

COSTING AND PRICING SOLUTIONS

The ArrowSphere xSP helps you optimise the price (and cost) of your offerings by analysing build vs buy options for foundational elements of your service and finding the best priced services on the market.

MANAGE CAPACITY AND RESILIENCE

We understand that as a cloud service provider it is critical that you are able to offer the best service possible to your customers and they will demand guarantees of uptime and include penalty clauses for downtime within their contracts. And then there are the peaks and troughs in demand or "bursts" due to seasonality or unique events that you need to manage and still meet your SLAs. By utilising commoditised IaaS offerings from specialist providers, you can be more confident in disaster recovery, and they can provide the SLAs and penalty clauses your customers demand, allowing you to focus on what you do best – developing that unique service that your customer needs.

GROWING MARKET SHARE

As the market becomes more and more competitive it is undoubtedly tougher to bring on board new customers, but your business depends on it. ArrowSphere can help whatever the issue! By getting your own services into the ArrowSphere catalogue you will be able to reach a whole new community of potential customers through our reseller network. Effectively extend your footprint and get closer to new customers through leading IaaS providers data centre network.

DEVELOPING NEW SERVICES TO STAY COMPETITIVE

By utilising commoditised IaaS offerings through ArrowSphere you can focus your resources on your unique solutions for your customers and ArrowSphere SaaS offerings can extend your portfolio quickly and cost effectively, increasing share of customer wallet and creating more stickiness within the customer base.

PARTNERING IN THE CHANGING MARKET LANDSCAPE

Leverage the changing channel landscape and turn your competitors into your channel and your suppliers! Arrow is uniquely placed with an established network of business partners including cloud service providers and resellers looking to include cloud services as part of a portfolio to address the market for hybrid cloud solutions.

Features and Functions

With ArrowSphere xSP you can

- Find software and services
 - Pay As You Go service provider licensing programmes
 - Market leading IaaS offerings
 - Market leading SaaS offerings
- Combine all your software and services to build your optimised cloud 'stack'
 - Price and calculate profitability
 - Quote the solution
- View – dashboard visibility at all times
- Report – billing, service management and vendor compliancy

Pay As You Go Software Programme Management

The screenshot displays the 'Software Finder' interface. On the left, there are filter options under 'BY VENDOR' (including Citrix, IBM, McAfee, Microsoft, Riverbed, Symantec, Trend Micro, Veeam, and VMware) and 'BY LICENCE TYPE' (including Instance, Device, User, VSI, Floating User, Processor, and Giga Byte). The main area shows a table of software products filtered by the tag 'DESKTOP AS A SERVICE'. The table has columns for Vendors, SKU, Name, Licence, Billing cycle, Price, and a 'Bid' column. Four VMware Horizon View products are listed: HRZWORKSPACE, HRZMIRAGE, VVIEWENT, and VVIEWPREM. Each product has a VMware logo and a 'Bid' column with a plus sign.

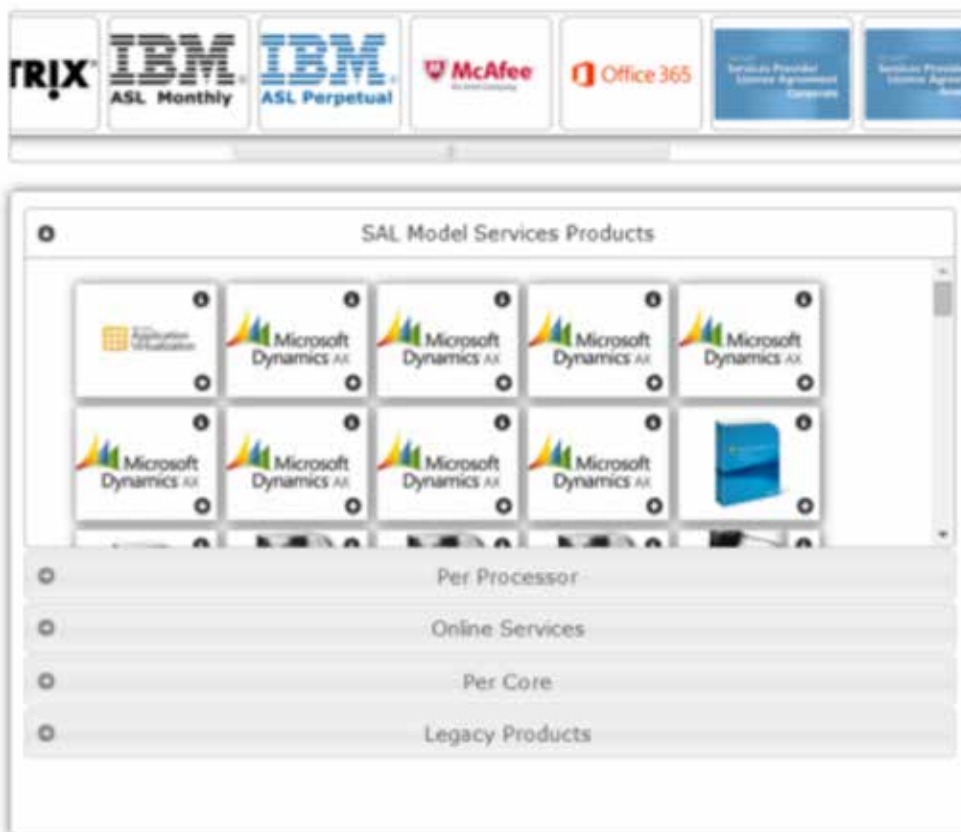
Vendors	SKU	Name	Licence	Billing cycle	Price	Bid
	HRZWORKSPACE	VMware Horizon Workspace	1 User	Monthly	5.00	GBP +
	HRZMIRAGE	VMware Horizon Mirage	1 User	Monthly	5.00	GBP +
	VVIEWENT	VMware Horizon View Foundation	1 Floating User	Monthly	5.00	GBP +
	VVIEWPREM	VMware Horizon View Standard	1 Floating User	Monthly	5.07	GBP +



Within ArrowSphere xSP you'll find useful information on all of our vendors' programmes and licensing. Whether you're looking for the benefits and requirements of joining a new programme or detailed information on how to deploy and licence a certain product, ArrowSphere xSP will help.

Software Finder

To find detailed information around specific licences we have the Software Finder. By searching on key words like "Hosted Desktop", "Desktop-as-a-Service" or "VDI", ArrowSphere xSP will return all applicable licences within the catalogue. You can filter by vendor and how the software is licenced i.e. per user, instance, core, CPU, etc. In each licence there is a summary of what the software can do and the scenarios in which it would be deployed. This is particularly useful when you are building out or evolving your managed services. From here you can go on to layer additional solution components in our Stack Builder feature.



Programme Manager

Includes the benefits, requirements and subscription instructions for that programme.

Microsoft Services Provider Licence Agreement

The Microsoft Services Provider License Agreement (SPLA) is for organizations that want to offer hosted software and services to end customers, such as Web hosting, hosted applications, messaging, collaboration, and platform infrastructure. SPLA partners have the ability to deliver a customized service with a flexible cost structure, no startup costs, no monthly sales minimums or required term of commitment.

Vendor informations

Microsoft
 One Microsoft Way
 98052 Redmond
 United States
 Tel. (800) 642-7676

Program Details

Microsoft Services Provider License Agreement (SPLA) is a worldwide program.

Program Level	Partner
Benefits	<p style="text-align: center;">Deliver a customized service</p> <p>Flexibility to deliver tailored IT services to your customers through a dedicated or shared hosting environment. Increase the value of your services by managing software use rights for your customers.</p> <p style="text-align: center;">Pay as you go with no up-front costs</p> <p>Pay only for the products that you authorized your customers to use the previous month. There are no start-up costs, monthly sales requirements, or long-term commitments.</p> <p style="text-align: center;">Access the most current product versions</p> <p>Give your customers the most current and capable Microsoft platform. Download your products at no charge through the Microsoft Volume Licensing Service Center (VLSC) instead of ordering physical media.</p> <p style="text-align: center;">Try before you buy</p> <p>Test and evaluate products internally before offering them to your customers as a service.</p> <p style="text-align: center;">Outsource data center services</p> <p>Install Microsoft products on servers under the day-to-day management and control of an outsourcing company. That company can then perform data center administration, testing, and maintenance support services on your behalf.</p>
Requirements	<p style="text-align: center;">Eligibility</p> <p>To be eligible for SPLA, you should be enrolled in the Microsoft Partner Network.</p>

✓ Subscribed to SPLA-CORPORATE Partner

Resell

We know that as cloud and managed services become more diverse, Managed Service Providers are reviewing exactly where they want to focus their efforts and, for example, how they should build out their infrastructure, including

potentially backing off part of their solution to a vendor or another provider. With this in mind ArrowSphere xSP provides a catalogue of enterprise grade IaaS and SaaS products from the world's leading vendors and tier 1 providers.

IaaS Finder

By specifying your requirements based on parameters such as CPUs, memory, storage options, bandwidth, IPs and even where you would like the infrastructure located in the world, ArrowSphere xSP will present a catalogue of services from our partners ready for you to resell stand alone or consume as part of your managed service. From the IaaS Finder you can go on to layer additional solution components in our Stack Builder feature.

The screenshot displays the ArrowSphere xSP Central interface. On the left, there is a sidebar with various filters and constraints. The main area shows a list of IaaS products from SoftLayer, each with a detailed breakdown of specifications and pricing. Below this, a 'My Stack' table summarizes the selected items, and a progress bar indicates the total monthly payment.

Vendor	Product name	Unit \$/MSP	Total \$/MSP	Discount	Total	Billing cycle	Quantity
SOFTLAYER	CloudLayer Public Monthly	55.07	55.07		55.07	Monthly	1
colt	Low Costed vCPU 36 Months	45.72	90.72		90.72	Monthly	2
Amazon	Public Compute as a Service	21.55	21.55		21.55	Monthly	1

Monthly payment: [Progress bar showing 78.34 / 97.34]

TOTAL: 212.13 \$/MSP / Month

SaaS Finder

As with IaaS we have the ability to search the catalogue of hosted software from the world's leading vendors. In the SaaS Finder there is all the information around price bands, terms available, end user agreements if purely reselling and renewal details. Once you've chosen the software right for your service you can go on to layer additional solution components in our Stack Builder feature.



ArrowSphere xSP Central Home Dashboard Costs Calculator About Contact

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SAAS Finder

Prev 1 2 3 Next

0 items

TYPE YOUR SEARCH

YOUR SELECTION

BY VENDOR

- Check / Uncheck All
- ALVEA Services
- Citrix
- Arise
- McAfee
- Mozzy

BY CATEGORY

- Check / Uncheck All
- Cloud Storage
- Licenses
- Online Collaboration
-
- Email Security
- Desktop Security
- Online Data Backup

McAfee
An Intel Company

McAfee SaaS Email Archiving 1 Year Retention

Businesses can easily generate thousands of new email messages every day. Storing these messages in-house — and fine. [Learn more](#)

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McAfee SaaS Email Archiving Multi Year Retention

Businesses can easily generate thousands of new email messages every day. Storing these messages in-house — and fine. [Learn more](#)

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McAfee
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McAfee SaaS Email Encryption

As with all of our cloud-based security solutions, McAfee SaaS Email Encryption offers enterprise-level performance. [Learn more](#)

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v2.5.1 build 05 - © 2014 by Arrow Sphere. Required browser: Chrome + Firefox + Safari + Internet Explorer 9+

Stack Builder

Bringing all the elements of ArrowSphere xSP together to provide you with complete visibility of solution costs is the Stack Builder. Here you can build up the layers of your solution including:

- > Licensing costs from Service Provider PAYG programmes
- > Third party components from IaaS and SaaS catalogues
- > Hardware costs
- > Internal business costs such as support, hosting charges, Internet bandwidth, etc.

Once defined in the portal we can easily track solution costs, margin levels and how we licence the solution.

The screenshot displays the 'Stack builder' interface. At the top, it shows a cost breakdown table:

	Cost / m	Cost / user / m
Service Layer	100 €	1 €
Application Layer	285.13 €	2.85 €
Infrastructure Layer	59.97 €	0.6 €
Total Cost	445.1 € / m	4.45 € / user / m

Below this, there is a 'Service description' panel with the following details:

- Name: My Hosted Email
- Description: High-end & secure hosted email
- User count: 100
- SRP: 6,36 €
- Margin: 30 %

A 'Save' button is located below the service description. At the bottom, a table lists the components used in the stack:

Vendor	Product name	Total
Microsoft	1 : Windows Server Standard SKU: SPLA-P10-0407-A-031	13.13 EUR
Microsoft	100 : Exchange Standard SKU: SPLA-P10-0029-A-031	187 EUR
McAfee	100 : McAfee Email Protection SKU: MSP-ELP-M044	85 EUR

The interface also features a 'back' button and a 'software' section with a large orange block, and a 'Service' section with a green block and an 'infra' section with a blue block.

Reporting

When it comes to reporting PAYG (Pay As You Go) licensing through ArrowSphere xSP, we've made things as simple and flexible as possible. Whether you want to simply streamline manual reporting or look to automate the process including discovery of usage, the options are there.

MANUAL REPORTING

We've standardised the format of the reports for all of the different vendors available in the portal. Through the easy to use interface you can report all of your vendors' usage in no time. Simply choosing the licences from the drop down menu, adding the quantities and entering your purchase order, a single report takes seconds.

UPLOAD TOOLS

For those vendors that have tools to help you measure your licence usage we have provided the functionality to upload export files directly into the portal. We can also measure the usage against your current commercial agreement to ensure you are getting the most out of the programme.



Report informations						
Month	Program	Qty Products	Total	Status	Last Modifications	
2014-03	VCPR - G4E	252.00	2.814.36 €	Open	2014-04-03 12:25:49	

Products List							
Category	Product	Version	SKU	Qty	Customer	End Date	Total
VM Backup	Backup Management Suite for VMware	Enterprise Plus	HBMSPLS-VV-RDMG-00-VEE	252			2014.36 € (252 x 1.38 €)
[Backup Management Suite for VMware]							
Backup Management Suite for Hyper-V							
Backup & Replication for VMware							
Backup & Replication for Hyper-V							

Are You Five Years Out?

Most people live in the present. The world of now. But a handful of us work in a unique world that doesn't quite exist yet—the world of Five Years Out.

Five Years Out is the tangible future. And the people who live and work there know that new technologies, new materials, new ideas and new electronics will make life not only different, but better. Not just cheaper, but smarter. Not just easier, but more inspired.

Five Years Out is an exciting place to be. So exciting that, once you've been there, it's hard to get excited about the present. Because we know what's coming is going to be so much better.

Five Years Out is a community of builders, designers, engineers and imaginers who navigate the path between possibility and practicality. Creating the future of everything from cars to coffeemakers.

Are you one of them? Then you're probably working with us.



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In Person

Call to talk or set up a face-to-face meeting with one of our knowledgeable representatives.

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Email us for answers to questions or to start a conversation.

Online

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Visit our website for further information.
