



MPOWER MARKETING

General Program Questions

MPOWER Program FAQ:

Q. What is MPower?

A. MPower is a comprehensive partner program offered by Arrow Midmarket Group to enable resellers to grow their revenues by capitalizing on the exploding opportunity in midmarket. We enable our partners to profitably sell and deliver midmarket infrastructure solutions by providing valuable tools, training, market research, data analytics, and resources designed to enable you for growth.

Q. What are the benefits of joining the MPower program?

A. When you join MPower, you gain access to solutions tailored for the specific challenges facing midsize companies. And you're empowered with comprehensive support including market intelligence and guidance to develop a targeted business plan; marketing and demand generation services; sales tools for each stage of the sales cycle; plus pre and post-sales technical support. And everything is available online via the MPower Partner Portal.

Q. Why should I join Arrow ECS Midmarket program?

A. Working with Arrow ECS means harnessing the expertise and strength of the leading value-added distributor of enterprise solutions for computing, storage, security, and virtualization. And with the new MPower Midmarket Partner Program, the Arrow ECS Midmarket Group offers resellers a targeted approach to increasing your revenue to mid-size organizations. MPower features a comprehensive suite of midmarket IT solutions and partner services that empower you to build a focused, profitable midmarket business.

Q. What types of midmarket solutions does Arrow Midmarket offer?

A. We are focused on five solution areas: security, storage, virtualization, data management, and collaboration. We are targeting midsize companies with 100-5000 employees where Information Technology is critical to the success of the business, such as in healthcare, financial services and manufacturing. Our solutions include products from leading technology suppliers such as IBM, VMware, SonicWALL, Blue Coat and Watch Guard. We will continue to expand our solution offerings with products from additional hardware and software suppliers.

Q. What types of partners should enroll in MPower?

A. Partners who want to grow their business with midmarket customers and develop their solution selling capabilities will benefit from the MPower program. If you are ready and willing to show commitment to growing revenues with a solution-focused Midmarket practice, then MPower is the program for you.

Q. Is there a fee to join MPower? What investment is required of resellers?

A. There is no fee to join and members will start receiving benefits immediately. Members must be willing to invest in such areas as training, marketing, and sales resources to grow their midmarket business. The MPower program is structured so that your benefits increase as you make a greater commitment and investment in growing your midmarket practice.

Q. If I am already an Arrow partner, should I join this program?

A. This program was designed to help our reseller partners grow their midmarket business. Whether you are a current Arrow partner, or a future Arrow partner, we welcome you to join MPower and leverage the strength and scale of a world-class distributor to help you grow your business.

Q. How do I enroll in MPower?

A. Partners can apply at www.arrowmpower.com. Once enrolled, you'll have access to the comprehensive MPower partner portal which includes information on midmarket solutions, online training, sales tools, and resources available to you as an MPower partner.

Q. What criteria will Arrow use to measure MPower Partners' performance?

A. The goal of MPower is to capitalize on the fast growing midmarket and to grow revenues and profitability for your business. Each partner will be measured on completion of solution certifications, execution of marketing campaigns to drive midmarket sales, and incremental revenue growth.

Q. What are the different levels of the MPower program?

A. The MPower Partner Program offers three membership levels; Partner, Premier, and Platinum. These levels allow us to work more closely with our partners who make the deepest commitment to driving midmarket revenue growth with Arrow. The more you commit, the higher you go in the program and the more Arrow invests in your business through personalized interaction, access to market intelligence and data analytics, and higher levels of sales, marketing, and technical support.

Q. Is there a revenue requirement to stay in the program?

A. No.

Q. What are the requirements to stay in the program?

- A. The only requirements to be in the program are to:
- Complete and maintain online partner profile each year
 - Meet minimum partner readiness qualifications and approval as IBM reseller
 - Complete MPower Power Up getting-started orientation
 - Execute at least one marketing campaign each year



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Q. I am not sure yet if I want to be an MPower partner yet, how can I learn more about the program?

A. You can contact us at midmarketgroup.com and a midmarket representative would be happy to discuss it with you. There is also webinars, brochures, program sheets and charts available at <http://www.arrowecs.com/mpower>

Q. Can I see MPower site without being an Arrow ECS partner or MPower partner?

A. Yes, we have regularly scheduled webinars where we can provide you a guided tour of our MPower site.

Q. Can I have full access to MPower site without being an Arrow ECS MPower partner?

A. No, you must be an Arrow ECS partner with an ISSY or EDGE password to apply to the program.

Q. Can Arrow assists with growing my business?

A. Of course, once you apply to the program an MPower representative will review your business needs and show you how the MPower program can provide you valuable tools, training, market research, data analytics, and resources designed to enable you for growth.

Q. I am not an Arrow ECS or IBM partner, can I still join MPower program?

A. Yes. Arrow ECS has business development representatives will walk you through each step to become an Arrow ECS and IBM partner.

Q. Does Arrow provide education assistance?

A. Yes, Arrow offers education assistance in a variety of ways. We offer events and briefings (e.g., Maydays, product briefings, and online education) as well as information on IBM-sponsored assistance. To view the webinar schedule without being a member, go to <http://www.arrowmpower.com> click on Learn More and Webinars to register.

Q. Can Arrow help me with obtaining necessary and helpful IBM contacts?

A. Arrow works with new partners to make critical channel contacts and keeps new partners apprised of upcoming events where they may be able to network with area managers and other pertinent IBM contacts in their geography or industry focus area.

Q. How can I find out more about the MPower program before joining?

A. There are several ways to learn more about the MPower program before joining.

- 1) Email – You may submit questions or a request for a call back about the MPower Partner Program to: midmarketgroup@arrow.com.
- 2) News Site – You may go to our news site at www.arrowecs.com, click on Midmarket go to <http://www.arrowmpower.com>.
- 3) Contact us – You may contact us by submitting questions to <http://www.arrowmpower.com> click on Contact Us.
- 4) Webinar – You may receive a MPower Overview through our regular scheduled webinars. To see the webinar schedule for the next MPower Overview go to <http://www.arrowmpower.com> click on Learn More and Webinars to register.