

POWER ALLIANCE

ARROW ECS

Enterprise Computing Solutions
HP GROUP

Grow. With the leader.

BLADEMASTERS™

*THE BLADE PARTNER PROGRAM WITH
EXCLUSIVE ADVANTAGES*



The more HP® BladeSystems you buy from Arrow ECS, the more access you gain to sophisticated technical, education and pre-sales support.

BLADE SELLING WITH CUTTING EDGE ADVANTAGES

As the #1 value-added distributor of enterprise products for HP,[®] Arrow ECS is committed to helping you build and maintain a highly profitable blade sales practice. The BladeMasters™ partner program was created for precisely this reason—to help you gain a substantial advantage over your competition when you order HP BladeSystem products through Arrow ECS.

BladeMasters is a unique loyalty program: the more you purchase, the more you benefit. You'll be surprised by how many ways the program can help you rise above your competition, too. As a member, you'll be able to take advantage of special discounts, technical assistance, training and sales support. And while you're increasing your knowledge of cutting-edge blade systems, you'll also be discovering new ways to increase both your visibility and your stature with prospective clients.

The more you grow your business, the higher the degree of benefits you receive with BladeMasters. The three levels of membership are based on your semi-annual HP BladeSystem purchases:

Member: Up to \$250K

Premier: \$250K – 500K

Platinum: Over \$500K

Joining BladeMasters means developing valuable expertise, increasing your arsenal of sales tools and extending your market reach. And the great thing is—participating is as easy as it is rewarding. Here are some of the basic benefits you can take advantage of just by joining:

Margin Enhancement:

updates on promotions and discounts

Solution Design:

solutions and support based on customer feedback

Order Placement and Management:

support and tracking team

Level 2 Configuration Support:

geared to more complex systems

Certification Mapping:

to achieve top certification as quickly as possible

As your sales grow and you advance to Premier and Platinum status, BladeMasters enables you to leverage many more valuable opportunities, including the following:

Field-Based Support:

on-site engineers to help you close sales

Solutions Center:

a critical tool for demonstrating proof of concept

Business Plan Development:

hands-on consulting and documentation

Sales Training:

specific to particular products and solutions

Partner-Hosted Webinars:

geared to position partners as solutions experts

Marketing Planning:

development and execution of marketing plan

Partner-Hosted Solution Seminars:

local events that attract prospects

Blade Deal Support Desk:

program and special pricing support

Join the BladeMasters program today:
visit www.arrowecs.com/hpgroup/blademasters.

For more information on becoming a BladeMaster, contact your Arrow ECS HP Group field account manager or call 888.228.2101.