

Disrupt and enhance your customer engagement

Protecting your existing customer base is just as important as acquiring new customers, if not more. You have invested in building trusted and quality customer relationships based on your customer service and ability to address their business requirements. Maintain these relationships with relevant conversations and unsolicited proposals that deliver solutions and true value – something they can't do without.

Arrow's Land, Expand, Extend, Protect™ model provides our partners with the opportunities, programs and enablement tools to have better and stickier customer conversations.

LEEP is our approach to technology distribution and channel engagement and transcends the traditional notion of value-add to deliver a model that allows the channel to maintain relevance with existing customer relationships and develop new ones.



How LEEP works

First, we start with disruptive technologies and products that our partners need to be delivering to their end users.

Secondly, we deliver a disruptive sales and channel engagement model to ensure that our partners are landing every opportunity, but also maximising that opportunity to its full potential before protecting it through a licence or maintenance renewal.

LAND

We provide our partners the systems (ChannelControl, ChannelGateway & CloudSelect); channel services (professional services, transaction services, market development services); and technology solutions and pathways they need to ensure they LAND every opportunity.

EXPAND

Through our Arrow IBAM service, we offer our partners a unique opportunity to mine their customer base for upgrade and feature attach opportunities. Further supported by our channel services and our technology solutions (PODs and CloudPODs), our partners are armed with the data intelligence and tools to make the most of their EXPAND opportunities.

EXTEND

Through our IBAM service, we offer our partners the opportunity to cross-sell, including reference architectures, to their existing customer base. By initiating these EXTEND conversations, Arrow's partners can ensure their customers are benefiting from a broader range of technology solutions, and they remain relevant and "sticky" to their customers.

PROTECT

Finally, if there are no further opportunities to EXPAND or EXTEND, partners can PROTECT their customers through our IBAM service, by having their licence and maintenance renewals managed effectively and efficiently through IBAM.