

# Arrow ECS Business Plan <Vendor/Business Unit>

<Arrow Plan Owner>  
FYE <12/2018>

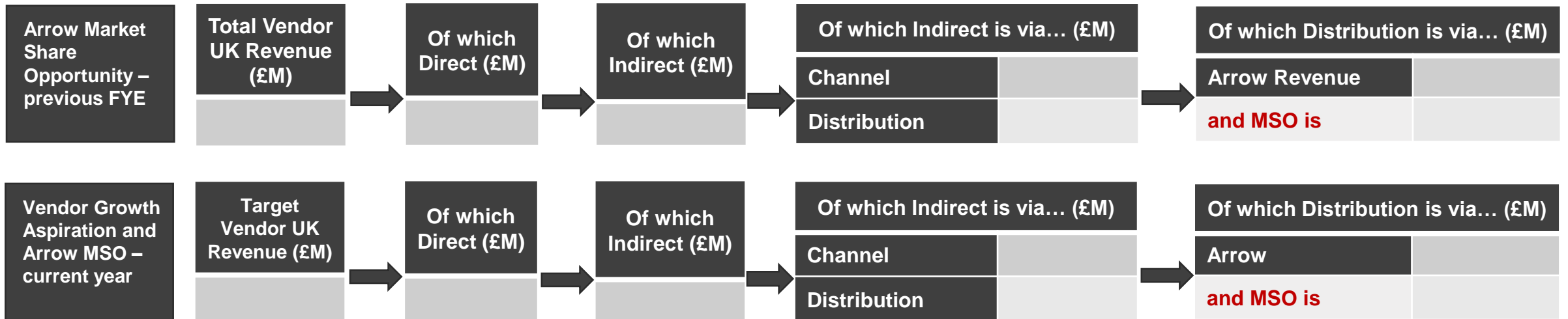


# Executive Summary



# <Vendor> Overview

## <Vendors> UK Strategy



# Current Partner Landscape

## Direct v Indirect Share of Partner Landscape

Trading Tier	# of Partners	Est Total Rev (£M)	Direct or Distribution or Blend

## Arrow Share of Partner Landscape

Trading Tier	# of Partners	Est Total Rev (£M)

## Arrow MSO – Significant Partner Targets

MSO Partners	Est Rev (£M)	Current Distributor

## Partner Requirements 2018

Partner Level	Requirements

# Alliance Opportunities

Vendor	Formal or Informal	Strategic or Tactical	Value Proposition	Arrow Opportunity

# Previous 12 month Vendor/Arrow Business Plan

Revenue  
Achieved (£M)

Highlights			
1.		4.	
2.		5.	
3.		6.	

Challenges			
1.		4.	
2.		5.	
3.		6.	

# Vendor/Arrow SWOT

Strengths	
Vendor	Arrow

Opportunities	
Vendor	Arrow

Weaknesses	
Vendor	Arrow

Threats	
Vendor	Arrow

# <Vendor> Business Goals

#	Description	KPI
1.		
2.		
3.		
4.		
5.		
6.		
7.		



# Goal 1

KPI	Goal Owner

SMART	Rationale
Specific	
Measurable	
Agreed (Vendor/Arrow)	
Realistic	
Timebound	

#	Key Sales Activities to Success	Owner	Deadline	Date Achieved	Outcome
1.					
2.					
3.					
4.					
5.					

# Goal 1

Cross Ref	Key Marketing Activities to support Sales Activities	Activity Type	MDF Spent	Outcome

# Future Considerations – Vendor and Arrow

	12 – 24 months out
1.	
2.	
3.	

# Value Checklist

#	Value	Score (out of 6)	RAG
1	Does the plan meet the Vendor's strategy?		
2	Does the plan drive One Arrow? i.e. AIS, GCS, STECH or Digital		
3	Does the plan drive innovation?		
4	Does the Plan increase Arrow's NGP?		
5	Does the plan maximise Arrow's portfolio?		
6	Does the plan enter new markets?		
7	Does the plan increase Arrow's market share?		
8	Does the plan target new partner recruitment?		
9	Is a marketing plan mapped onto the business plan and goals?		

# Business Outcomes – Q1

#	Goal	Target	Achieved
		KPI	KPI
1.			
2.			
3.			
4.			
5.			
6.			
7.			

# Arrow Contributors outside your Vendor team

Person	Goal #	What are they required to do?

# Business Plan Distribution

Date	Company	Person	Review Frequency