



SELL BROCADE[®] AS AN AVNET PARTNER AND KNOCK OUT THE COMPETITION.

KEEP YOUR BUSINESS FLUID AND HARD-HITTING.

Together Avnet and Brocade deliver industry-leading networking solutions designed for maximum performance, reliability, security, and interoperability. And Avnet provides the support, resources and tools you need to stay strong, including:

- Full Brocade Line of Products Available
- Marketing and Demand Generation Programs
- Financing Programs
- IT Demo Central
- Sales Incentives
- Technical Support and Services

THE ONE-TWO-PUNCH. KNOW THE BROCADE BENEFITS.

From protecting your clients IT investments and reducing their costs to minimizing risk, Brocade packs a mean punch. Brocade helps you deliver the backup your clients need with:

- Solutions that are both forward and backward compatible
- Interoperability that works with a broad variety of industry standards
- Innovation that's simultaneously cutting edge and rock solid

WITH OUR PROS IN YOUR CORNER YOU'RE A SHOE-IN.

By partnering with Avnet, you get the benefits of a team rallying behind you and your success with Brocade. From the first round through to the last, Avnet supports you throughout the entire sales cycle.

Channel Account Managers

Get help at the ground level from seasoned professionals who know how to work the field. They'll actively promote your business to the Brocade channel to keep you top-of-mind for potential business opportunities.

Business Development Manager (BDM)

These seasoned salespeople have a direct line to other Avnet BDMs – a huge advantage if you're thinking of expanding your business. They'll assist you with business planning, developing trend analyses, and programs customized to your business.

Product Marketing Manager (PMM)

With a direct line to the Brocade management team, the PMM turns Brocade's product plan into a strategic marketing asset for your business.

Field Technical Consultants

These experts understand the technology. Field-facing and partner-facing, Field Technical Consultants help you get Brocade certified and can be available for sales calls.

Solutions Sales Reps (SSRs)

Navigate the complexities of quoting and order processing with a dedicated SSR. These highly skilled reps can handle the internal Brocade processes while you focus on your customers.

Solution Design Specialist

Yet another technical support, these specialists provide pre-sales technical support and can help with partner certification and end-user support.



AVNET AND BROCADE HELP YOU HIT YOUR GOALS.

Together Avnet and Brocade provide you with a powerhouse combination of choice and flexibility built to help you meet and beat your sales goals. And when it comes to helping your clients maximize their IT investment, Avnet and Brocade have your back with SolutionsPath™.

AS AN AVNET RESELLER , YOU GET ACCESS TO:

Avnet SolutionsPath™

A complete set of tools and resources that enables you to gain and expand on industry specific expertise through:

- **NetworkPath University:** A comprehensive training curriculum to accelerate sales growth.
- **SolutionsPath™ Advisor:** A consultative strategic business planning service that results in a detailed roadmap for partners to grow their business via technology and vertical practice development.
- **SolutionsPath™ Playbooks:** Online sales tool kits that provide a blueprint of what Brocade solutions to sell, with what products and services.

Solutions Marketing & Enablement Tools

Avnet will work to team up with Brocade Alliance Partners such as EMC, CheckPoint, NetApp, HP ProCurve and VMware to develop solutions marketing and enablement tools. Plus, we provide standard business tools such as Avnet financial services and sales enablement trainings to teach you how to sell and deliver Brocade solutions.

Consultative Marketing Planning

Affordable marketing resources from brainstorming to comprehensive strategic marketing plans.

Avnet SolutionsPath™

Accelerate your time-to-market and increase profits with minimal investment and risk with bundled solutions in government, healthcare, networking, security, storage, virtualization and more. Learn more about the Avnet SolutionsPath.

Turn-Key Demand Generation

Proven, strategic marketing and lead generation campaigns designed to help you build pipeline, nurture opportunities and close more deals faster.

Custom Marketing Programs

Revenue generating marketing programs for your needs and budget.

LEVERAGE AVNET'S SOLUTIONS DISTRIBUTION ADVANTAGE.

From Avnet's place at the center of the channel, we enable you to grow faster with less investment by helping you understand customers' unique business requirements and industry-specific needs—and meet both with unified solutions that combine technologies and services and span supplier lines.

AVNET QUICK FACTS :

- Avnet's customers are growing faster than the market
- Top resellers are achieving doubledigit growth
- Technology Infrastructure Solutions group has experienced a CAGR of more than 42% over the past three years
- HealthPath University Graduates achieve 44% growth Y/Y
- Government-specialized resellers achieve 32% growth Y/Y

AVNET BUILDS LASTING RELATIONSHIPS...

- 87% of Avnet's top partners have been with us for 5+ years
- 43% of those partners have been with us 10+ years

Call 877.888.9521 or visit www.ats.avnet.com to learn more about selling Brocade with Avnet.



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