

Avnet Launches EMC Reach Partner Programme in the UK

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New enablement programme to help partners maximise EMC revenue opportunities

Bracknell, UK – Avnet, Inc. (NYSE: AVT), a leading global technology distributor, has launched its EMC Reach partner programme in the UK. The programme helps business partners maximise EMC revenue opportunities whilst they work towards EMC Silver Tier status and the associated benefits, including higher performance rebates.

The Reach programme is open to new and existing sub-Silver Tier, Avnet-aligned EMC business partners. Participants will work closely with their Avnet business development manager on an agreed partner development plan. They will be required to attend regular Avnet and EMC complimentary training and execute quarterly lead generation programmes in collaboration with Avnet to generate pipeline and revenue. In exchange for attaining specified revenue targets, partners in the programme will be eligible for funded technical certification, complimentary installation services, demonstration equipment and additional rebates from Avnet.

Christian Curtis, sales director, Avnet Technology Solutions, UK, commented, “Avnet has listened to its EMC partners to create a programme for those with a potential EMC revenue stream that have yet to reach Silver status. Avnet is the only UK EMC distributor with an initiative of this kind aimed specifically at sub-Silver Tier resellers. Reach offers a programmatic approach to maximise revenue opportunities and create a roadmap for attaining Silver, Gold or Platinum EMC Business Partner status. Meanwhile, partners benefit from additional education, access to demonstration equipment and marketing campaigns.”

As part of the Reach programme, and to further support business partners selling EMC solutions, Avnet will provide access to online tools, including Avnet's “socialondemand” platform and Avnet's Data Gateway, and on-site and virtual demonstration facilities. Currently a wide set of EMC solutions are available in the Resource, Avnet's demonstration centre, including Unity VSA, VNX, VNXe, VxRail, RecoverPoint and Data Domain. More information is available on the Avnet UK website. All brands and trade names are trademarks or registered trademarks, and are the properties of their respective owners. Avnet disclaims any proprietary interest in marks other than its own.

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From components to cloud and from design to disposal, Avnet, Inc. (NYSE:AVT) accelerates the success of customers who build, sell and use technology by providing a comprehensive portfolio of innovative products, services and solutions. Avnet is a global company ranked on the FORTUNE 500 with revenues of \$26.2 billion for the fiscal year 2016. For more information, visit AVNET (<http://www.avnet.com>)

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