Avnet Launches EMC Reach Partner Programme in the UK

Submitted by: PR Artistry Limited
Tuesday, 23 August 2016

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.
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