

Avnet Cloud Marketplace

Taking the Cloud to New Heights



Technology



Cloud



Innovation

Services-based delivery is rapidly impacting traditional technology consumption. As organizations look to cloud services to address rising costs and growing demands on the data center, expert resources that can help them develop and implement cloud strategies are essential.

Introducing the Avnet Cloud Marketplace

By leveraging the Avnet Cloud Marketplace, partners can quickly and cost-effectively expand their offerings, seamlessly transforming them into the single-source Cloud provider and trusted advisor customers are asking for. The Avnet Cloud Marketplace brings together technology suppliers with industry leading cloud service providers in an unmatched platform to provide our partners and customers with complete cloud solutions across Software, Platform, and Infrastructure as a service.

Features of the Marketplace include:

Multi-Cloud Provider Support

The Marketplace represents a full range of cloud and technology provider solutions that can be combined and managed together for greater efficiency.

Branded Storefronts

By leveraging the Avnet Cloud Marketplace and the ability to stand up branded storefronts, partners can quickly and cost-effectively expand their offerings, seamlessly transforming them into the single-source Cloud provider and trusted advisor customers are asking for.

Flexible Configuration Options

Allow you to customize the Marketplace experience to fit your business and align the solutions to meet your customers' cloud consumption needs.

Rapid Deployment

The Avnet Cloud Marketplace provides all the functionality partners and customers need to architect and manage Cloud solutions, while still maintaining a direct connection to Cloud providers for real time provisioning and billing for rapid deployment.

Integrated Packages

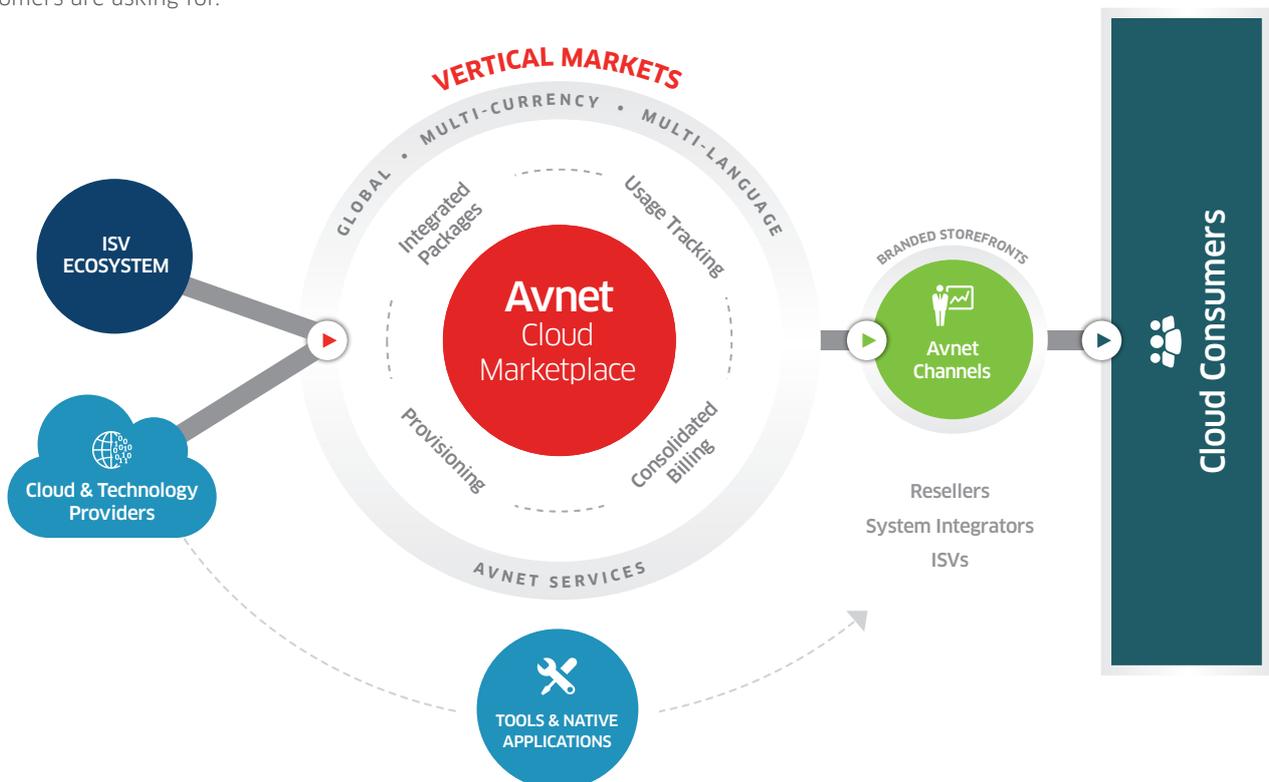
Integrated packages, a combination of technologies designed, deployed and billed together with cloud infrastructure in a unified solution, are ready to add to your portfolio. They are built around workload categories most in demand and speed time to market.

Self-guided Experience

Get your customers up and running quickly with self-guided purchasing and provisioning.

Flexible Payment Models

More software-based products and both pay-as-you-go (consumption) and pay-upfront (subscription) transaction models are available.



Powered by the ACT Platform

The Avnet Cloud Toolset (ACT) is the engine that powers the Avnet Cloud Marketplace, solving for common customer challenges with IaaS such as billing, visibility across spend, governance, and optimization. Supported by ACT, the Avnet Cloud Marketplace users will have access to Pricebook automation, usage tracking, a consolidated billing feature, and more to help them manage and optimize their multiple cloud environments.

By leveraging the Avnet Cloud Marketplace and ACT, you have the ability to increase the agility, flexibility and speed of their business while streamlining Cloud billing and management.

More than Just a Brokerage Platform

With support for both consumption and subscription transaction models, the Avnet Cloud Marketplace is more than just a brokerage platform. Being able to support both models allows for more flexibility and neutrality, providing the user with the payment model that best fits their business.

Also, you leverage a direct connection with the cloud provider, removing the middleman and ensuring an automatic process with no lag. This is not always the case with other brokerage platforms. With the Avnet Cloud Marketplace, you have access to all of a provider's services, plus access to the Avnet Cloud Toolset and the ability to combine multiple providers.

Using the Marketplace to Quickly Build Your Cloud Business

The Avnet Cloud Marketplace offers several key benefits to resellers.

- **Expand your Reach:** By leveraging the Avnet Cloud Marketplace, partners can quickly and cost-effectively expand their offerings, either into previously untapped markets or to existing customers, with white-labeled offerings.
- **Increase Agility, Flexibility and Speed to Market:** Increase your speed to market and competitiveness by leveraging Avnet's integrated packages and bundles.
- **Reduce Costs:** Take cost out of your business through consolidated billing, automated invoicing, and other efficiencies. Also, minimize investment in solutions development by leveraging the turn-key bundles and integrated packages already architected in the Marketplace.
- **Streamline Processes:** Reduce time to provision new cloud services or make changes to existing cloud services. Integration with ACT simplifies Pricebook automation, usage tracking, and consolidated billing.



Email avnetcloudsolutions@avnet.com today for a demo of the Avnet Cloud Marketplace and for more information on how to get started.