



Data Centre

Enterprise Computing Solutions – UK and Ireland

## Arrow and NVIDIA - An Essential Guide



Five Years Out

[arrow.com](https://arrow.com)



# | Five Years Out

## Power Your Competitive Edge with Arrow and NVIDIA

Solutions to take you from Sensor to Sunset™

Together we help enterprises embrace immersive technologies to support their digital transformation journey.

Whether you want to accelerate and renovate your customers' workspaces, search for the latest breakthroughs in HPC, or utilise AI to help transform your customers' futures, Arrow and NVIDIA can help you simplify the complex.

This guide will help you understand how, by working together, we can transform your business and power your future competitive edge.





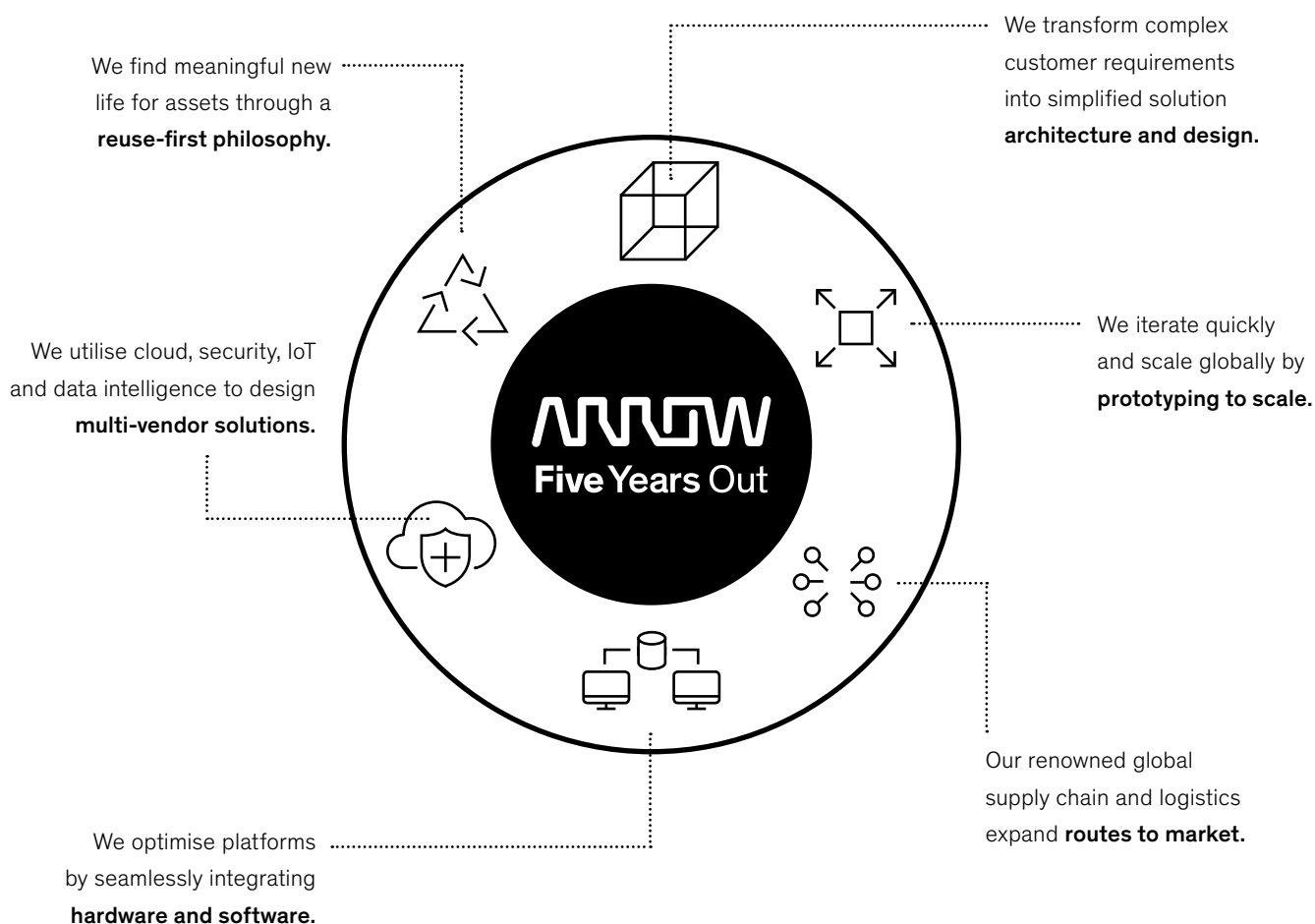
# Arrow – Helping you to simplify the complex

Arrow helps companies of every size and industry uncover the power of complex technologies, assemble them into innovative multi-vendor IT solutions and bring them to market through intelligent channels.

Arrow uses a digital approach, driving efficiency and improving productivity through transformative processes, predictive insights and automated logistics, ultimately growing your business.

From cloud and data intelligence to security IoT and Edge, Arrow designs solutions based on customers' specific needs and their desired outcomes, enabling our community of more than 3,000 channel partners to deliver the modern enterprise.

The NVIDIA Partner Network (NPN) offers rich benefits to solution providers who are wanting to develop deep expertise in NVIDIA GPU computing, grow profitable revenue, acquire new customers, and drive greater account penetration with existing customers.



# A Partnership for the Future

## Why partner with NVIDIA and Arrow?

### Products and Technology

NVIDIA is recognised as the world leader in visual computing and is committed to delivering solutions which inspire and fulfil your customers' requirements:

- > Gain access to award-winning technologies and brands including NVIDIA® DGX®, NVIDIA® Quadro®, NVIDIA Tesla®, and NVIDIA Virtual GPU (which includes NVIDIA(R) GRID Virtual PC/Virtual Apps and NVIDIA(R) Quadro(R) Virtual Data Center Workstation).
- > Set your business apart from the rest with four competency levels: DGX, Tesla, Quadro and Virtual GPU (vGPU)
- > Gain early access to products and technology roadmaps

### Business Development Support

With a dedicated business development manager, we will guide and support you in accelerating growth and driving revenue with NVIDIA:

- > Access sales leads and opportunities generated from NVIDIA campaigns and events
- > Receive bonuses, incentives, and rewards for hitting sales and value milestones
- > Gain discounts against Not For Resale (NFR) and loaner gear to help you demonstrate technology to your key customers

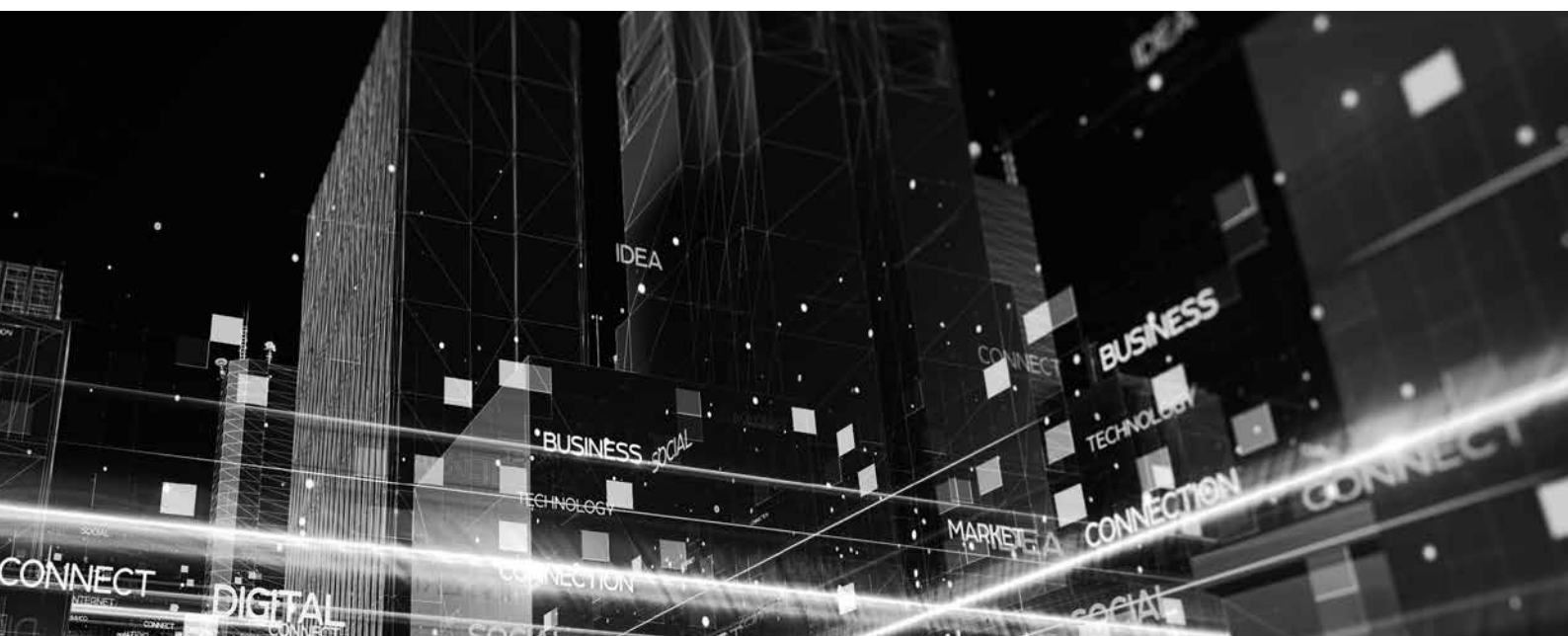
### Marketing

- > Working together we will look to create and execute smart, effective and results oriented marketing campaigns with the support of Marketing Development Funding (MDF)
- > Work with a dedicated partner marketing team to drive programs and awareness
- > Gain access to marketing assets and tools to cobrand and generate demand

### Training

With simple requirements for certifications, we will support you with easy-to-use online training materials and courses to ensure your team is on top of the latest technology and accreditations:

- > Self-paced online sales and technical training modules
- > Recognised certificate of completion on passing Competency curricula



# Onboarding to the NVIDIA Partner Network (NPN)

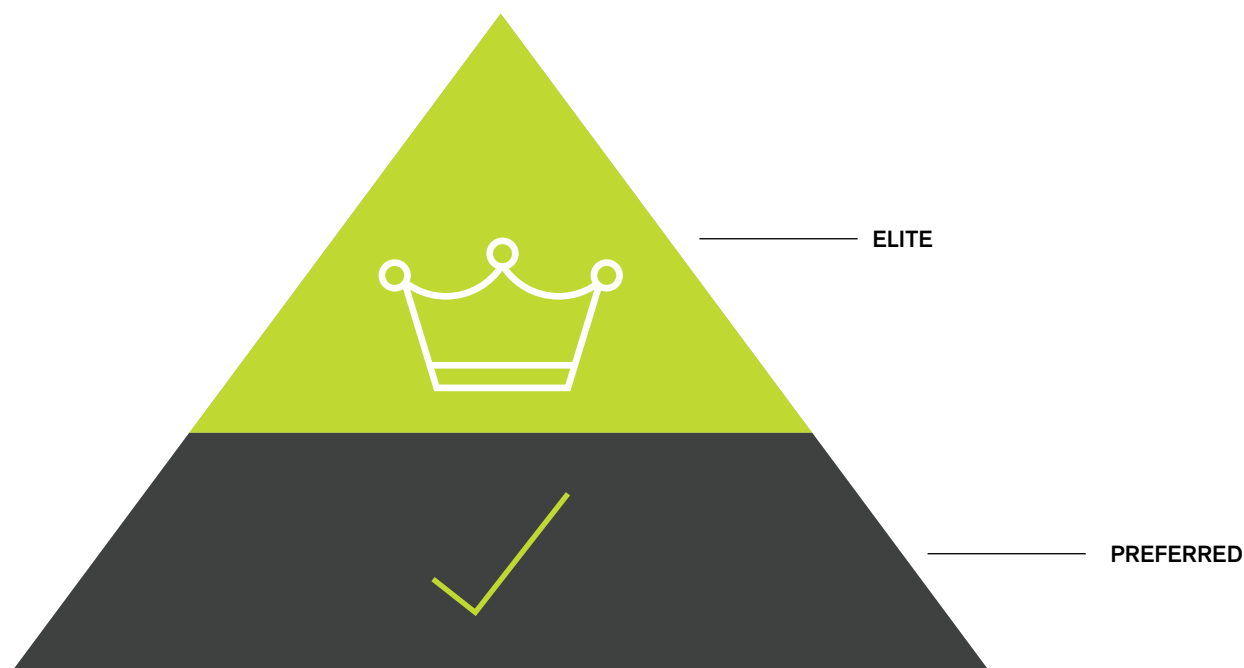
The NVIDIA Partner Network lets potential partners select the membership that's best for their business type and chosen competencies. Regardless of the level of commitment or plans for growth your company chooses, you'll find unique benefits and requirements to help drive your sales.

## Partner Level

The NPN Solution Provider Partner Program offers two levels of engagement with NVIDIA: Preferred and Elite. Each level has its own specific set of benefits, rewards, and requirements.

Elite partners are those companies who are looking to invest in a deeper relationship with NVIDIA. These levels require greater commitment to NVIDIA and an appreciation for the challenges and opportunities that this market represents.

Annual revenue performance and compliance with the program requirements are assessed. Based on these assessments, you will maintain your current partnership level or enter a higher level.



# NVIDIA Technologies

NVIDIA's NPN program offers access to a range of technologies. Taking advantage of these enables you to stand out from the crowd and maximise the benefits you see from the program.

## DGX Systems

NVIDIA DGX Systems are designed to give data scientists the most powerful tools for AI exploration. Solve some of the most complex computer science problems by enabling computers to learn from data and write software. NVIDIA DGX Systems enable you to experiment faster, train larger models, and get insights starting on day one.

## Virtual GPU (vGPU)

NVIDIA virtual GPU solutions extend the power of the GPU to virtual workstations, desktops and apps, with an immersive, high-quality user experience for everyone - from knowledge workers running Windows 10 and graphics intensive applications, to designers and engineers running professional 3D applications. End users get a fantastic user experience on a cost-effective scalable infrastructure so that you can expand virtualization to more users.

## Tesla GPU

NVIDIA Tesla GPUs power scientific breakthroughs and game-changing innovations in the fields of higher education, government, and industry.

## NVIDIA Quadro

Quadro is the world's preeminent visual computing platform for professional graphics, rendering, and scalable visual solutions. Whether your company focuses on design and manufacturing, media and entertainment, science and medical imaging, energy exploration, or any other market, the Quadro Platform enables you to deliver the best visual computing solutions to your end customers.

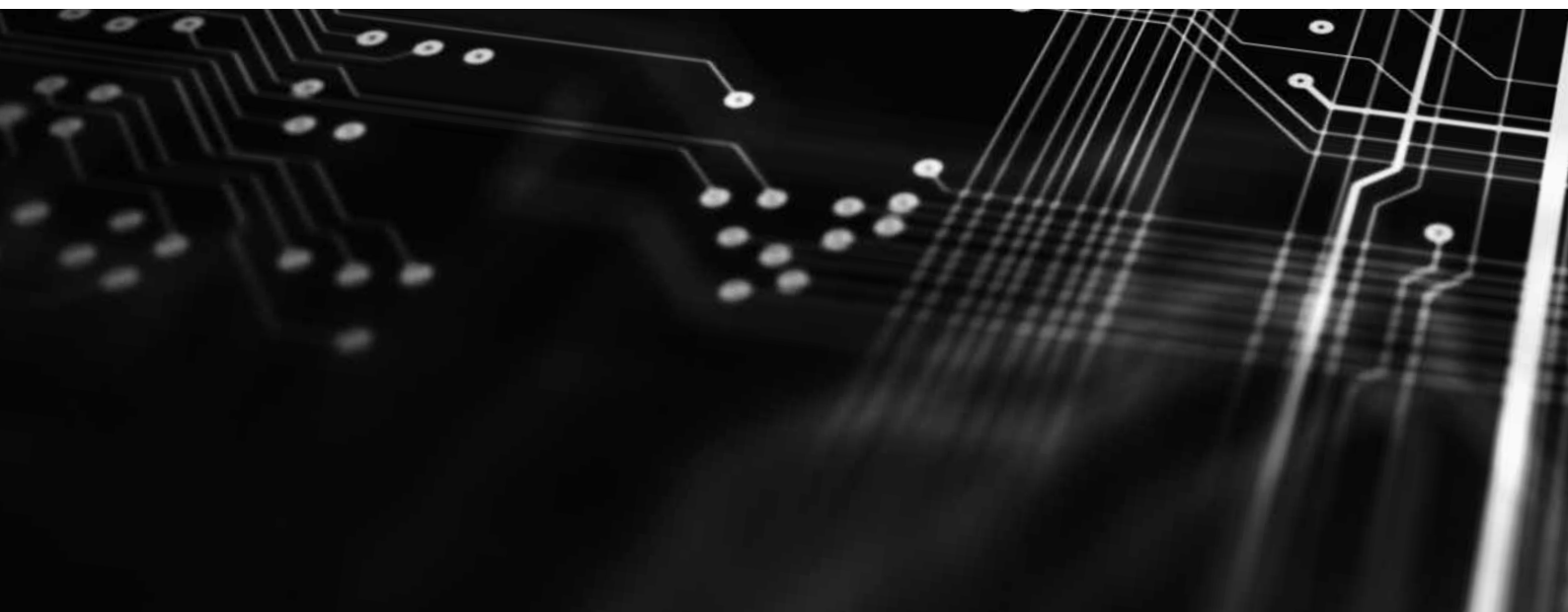


# Program Requirements

As part of the NPN program, partners must meet certain requirements. By meeting these requirements, partners will be able to make the most of the program.

Requirements will be related to the partner level and chosen technologies you have decided to specialise in.

	ACCREDITED SALES PROFESSIONALS		ACCREDITED TECHNICAL PROFESSIONALS	
	ELITE	PREFERRED	PREFERRED	ELITE
DGX	4	2	2	1
Tesla	4	2	2	1
Quadro	4	2	2	1
vGPU	4	2	2	1





# Let's Get Started

Here are five easy steps to help you get started:

## 1. Engage and Register

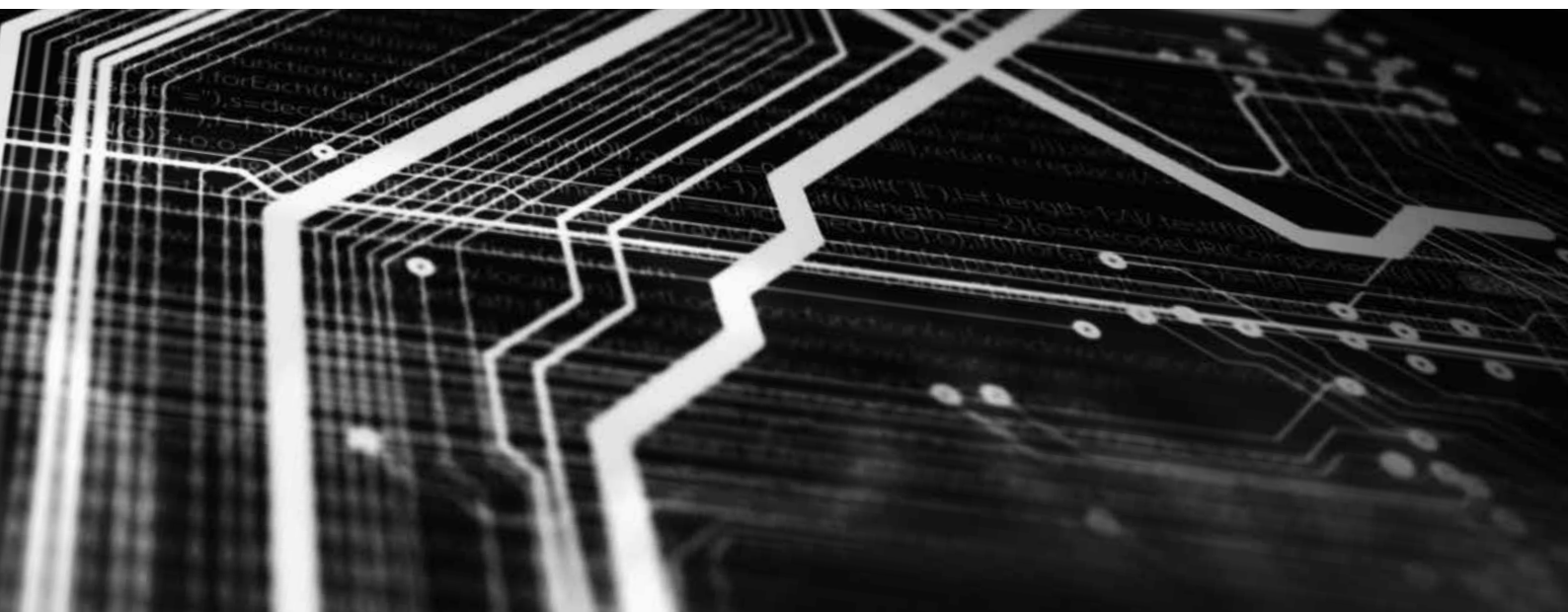
- > **Engage:** Complete your details online at: [eugo.arrow.com/nvidia-emea](http://eugo.arrow.com/nvidia-emea) and receive the contact details of your personal Business Development Manager.
- > **Register:** Sign up to the NPN program online by clicking 'Join Now' at: [www.nvidia.com/npn](http://www.nvidia.com/npn)

Here are a few things to consider before proceeding to step 2:

- > Do you have a vertical or technological focus which you would like to underpin with NVIDIA technology?
- > Is there a particular competency which aligns to your business strategy?
- > Do you want to explore demo products and additional resources to support your business proposition with NVIDIA technology?

## 2. Training

- > **Value Proposition:** Arrange a dedicated training session on NVIDIA's value proposition so you are ready to go straight to market.
- > **Sales and Technical Training:** With the support of your Business Development Manager, get to know which courses are required for sales and technical certifications. All training courses are available for free online. Upon passing your competency training tests, you'll receive a certificate of completion..
- > **GPU Genius Training:** Explore the free online curricula and assign tasks to your team to help reach your competency criteria. The GPU Genius tool hosts a full suite of sales enablement materials. It's a one-stop shop for educational tools as well as customer-facing materials such as demos and case studies.



### 3. Product

- > **Demo Unit Discounts:** NVIDIA provides discounted pricing to NPN partners on certain software and hardware units. These demo units are intended to support the sales process. If demo software was provided at no cost, it cannot be resold. You can find the demo unit processes, terms and conditions in the Demo Unit Program document in the NPN Partner Portal.

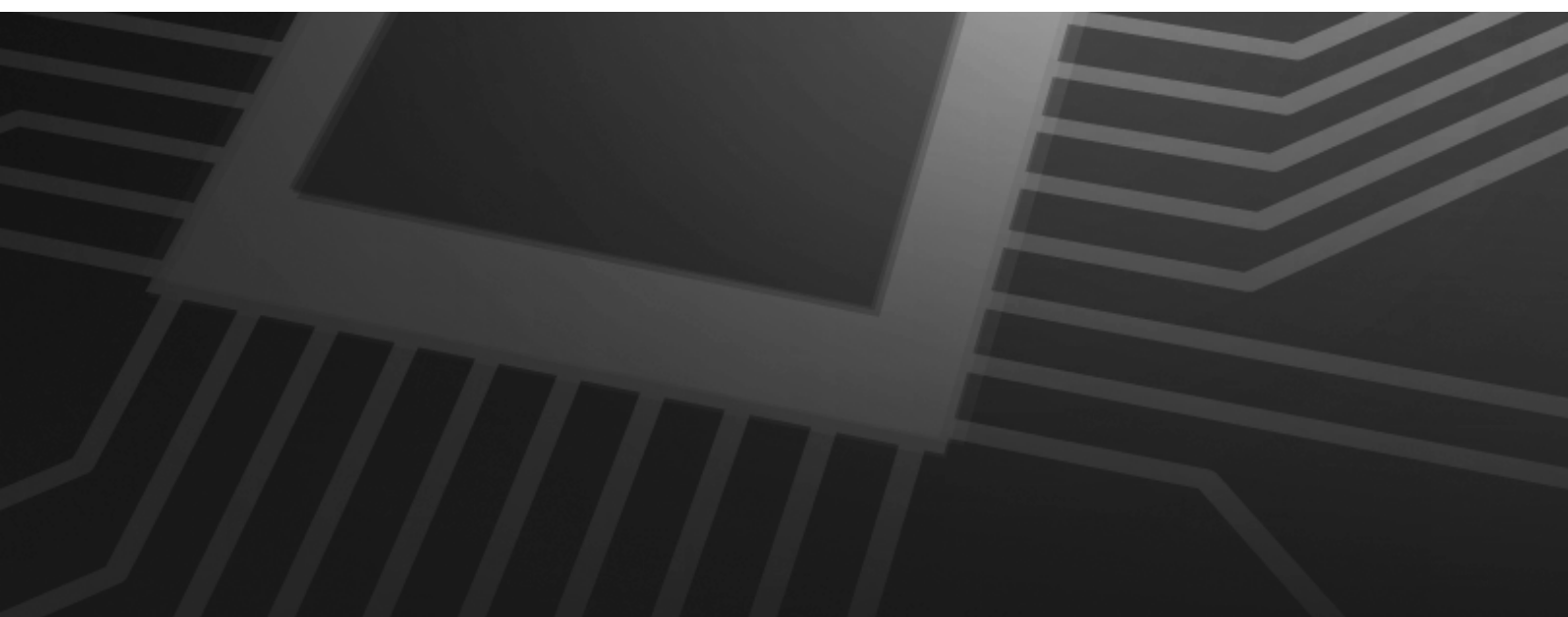
### 4. Account Planning

- > **Target Accounts:** Organise an account mapping session with NVIDIA sales specialists to identify your top target accounts. This mutual account planning session will help you identify accounts and ensure partner success.

### 5. Marketing

- > **Website:** Update your website with NVIDIA content and represent your partner level with the relevant NPN badge. You can find everything you need to get started in the NPN Partner Portal.
- > **Marketing Plan:** Work with your Business Development Manager to build an effective marketing plan. A plethora of marketing content is available in the NPN Partner Portal - be sure to browse these assets before requesting MDF support.

**Happy selling!**





# Are You Five Years Out?

Most people live in the present. The world of now. But a handful of us work in a unique world that doesn't quite exist yet—the world of Five Years Out.

Five Years Out is the tangible future. And the people who live and work there know that new technologies, new materials, new ideas and new electronics will make life not only different, but better. Not just cheaper, but smarter. Not just easier, but more inspired.

Five Years Out is an exciting place to be. So exciting that, once you've been there, it's hard to get excited about the present. Because we know what's coming is going to be so much better.

Five Years Out is a community of builders, designers, engineers and imaginers who navigate the path between possibility and practicality. Creating the future of everything from cars to coffeemakers.

Are you one of them? Then you're probably working with us.



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## In Person

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Call to talk or set up a face-to-face meeting with one of our knowledgeable representatives.

## Via Email

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Email us for answers to questions or to start a conversation.

## Online

**[arrowecs.co.uk/nvidia](http://arrowecs.co.uk/nvidia)**

Visit our website to learn more about the professional marketing services available to you.

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