Avnet's Value Add Approach to Oracle World

Ferenc Mosolygó – Avnet SEE

Who We Are and What We Do

Who We Are

We are one of the world's largest global distributors of electronic components, computer products and embedded technology serving customers in more than 115 countries.

What We Do

We connect the world's leading technology companies with more than 100,000 customers by providing cost-effective, value-added services and solutions.

Financial Scope

For the fiscal year ending June 30, 2016, we generated revenue of $26.2 billion.

18 October 2016

AVNET®

Company Snapshot

Fast Facts

- Headquartered in **Phoenix, AZ**

- Founded in **1921**

- **AVT listed** on the NYSE in 1960

- **800+** suppliers

- **100,000** customers

- **96 acquisitions** announced or closed since FY91
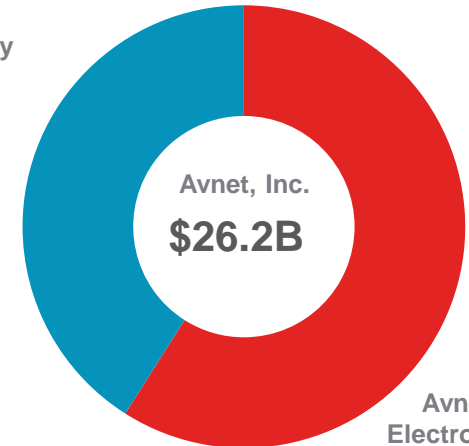
- **18,000+** employees worldwide
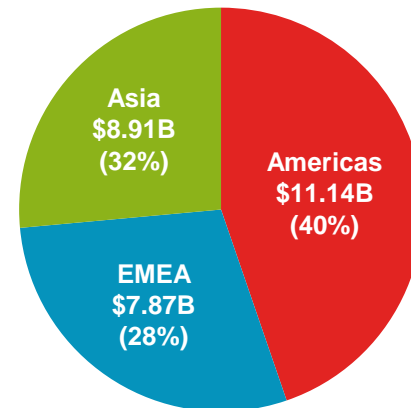
An Industry Leader

- Named to the FORTUNE Most Admired list for technology distribution, 2007-2015

- No. 4 on the 2015 InformationWeek Elite 100 as a Top Business Technology Innovator

- No. 108 on the 2015 FORTUNE 500 (U.S.)

- No. 430 on the 2015 FORTUNE Global 500

- Named a World's Most Ethical Company by Ethisphere Institute 2014 and 2015

FY16 Annual Revenue

Avnet Technology Solutions
$9.7B
36,8%

Avnet, Inc.
$26.2B

Avnet Electronics Marketing
$16.6B
63,2%

Asia $8.91B (32%)

Americas $11.14B (40%)

EMEA $7.87B (28%)

AVNET

Technology Solutions Global

HQ
Tempe Arizona USA

$9.7B
USD FY16 Revenue

INTEGRATION CENTERS
BELGIUM, CHINA MEXICO, U.S.A.

along with logistics and programming centers in countries around the world

4

Serving customers in **80+** COUNTRIES

60% Americas
28% EMEA
12% AP

Q4
FY 2016
revenue by region

5,200 employees

We transform technology into **BUSINESS SOLUTIONS** for customers around the world.

PATRICK ZAMMIT

President
Technology Solutions Global

10
Q4 FY16 TOP
SUPPLIERS

ORACLE®

F5®

Hewlett Packard Enterprise

HITACHI DATA SYSTEMS

Premier Business Partner IBM™

Lenovo™

cisco Distribution Partner
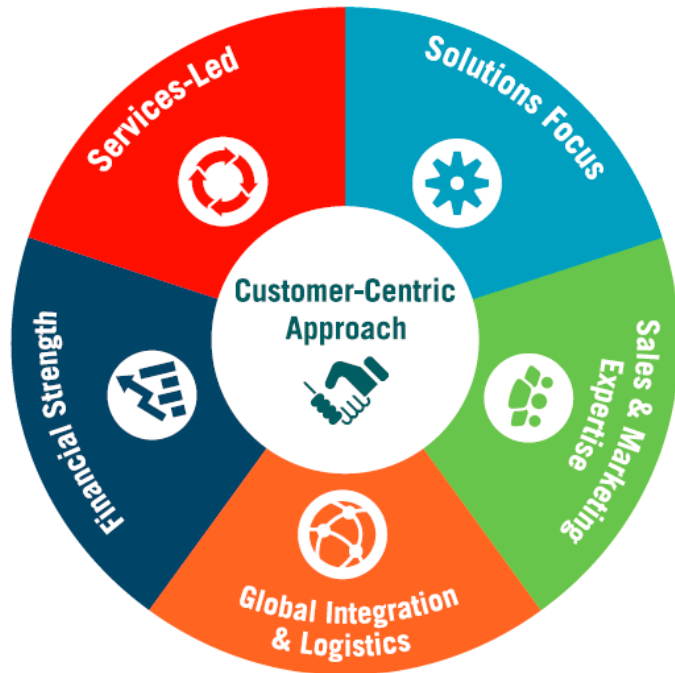
NetApp™

EMC²

vmware®

AVNET®

South East Europe – SEE

Avnet entered this Region in October 2014:

- **Croatia**
- **Bulgaria**
- **Hungary**
- **Macedonia**
- **Serbia**
- **Slovenia**
- **Romania**
- Albania
- Bosnia & Herzegovina
- Kosovo
- Moldova
- Montenegro

Why Avnet?

- Solutions-focused, services-led approach
- Industry-leading technology partnerships
- World-class logistics and integration capabilities
- Ample financial capabilities and options
- Expert pre-sales consulting and engineering services
- Sales enablement and demand creation expertise

Avnet Value Add

- Increased Market coverage through our sales model
  - Avnet's Oracle BDMs driving Oracle to OPN partners & remarketers
  - Avnet's EMEA SI Team leveraging global relations to support the business
  - Avnet's ADMs supporting Oracle by their solutions-focused, services led approach towards our top broad market accounts
  - Avnet's Oracle Inside Sales supporting in all operational activities
  - Avnet's Oracle presales offering expert consulting & engineering services

- Accelerated Time To Market
  - Large pool of Inside Sales teams for coverage and ability to scale up at quarter end offering a cconsistent high quality customer experience throughout EMEA
  - Professional & experienced team dedicated & aligned to Oracle
  - Consistent delivery accross EMEA through aligned priorities, sales models and proven track record in operational excellence

- Sound Financial Solutions to accelerate growth and make deals go smoothly
  - Payment Terms, Financing, Lease, etc.
  - Credit Lines

Avnet Value Add

- Operational Efficiencies
  - Centralized inside sales team to support with dealregistrations, quotations, special bids & order management
  - B2B connections with Oracle back offices to drive speedy and accurate purchasing to Oracle

- Partner Management
  - Partner assistence with partnership & accredications (RR)
  - Training & Enblement on Oracle products & licensing
  - Awareness & promotion of Oracle on commercials, channel programs, product offerings & engineering solutions
  - Supporting the partner with demo machines
  - Expert advise on solution bundling, promotions and licensing rules

- Grow the business
  - Drive lead generation program based on Zift & Eloqua
  - Avnet's Marketing as a Service™ for Revenue Marketing
  - Avnet's SolutionsPath™ Universities to drive adoption of new gen technologies including cloud
  - Avnet's Unity Estate Management™ for opportunity creation based on the multivendor infrastructure of the customer
  - Avnet Cloud Marketplace™ with partner branded storefronts to resell Oracle Cloud Solutions & Integrated Packages
  - Avnet Cloud Toolset™ to manage usage & consumptions and renewals.
  - End user visits in collaboration with the partner

Global Opportunities for Growth

Cloud	Big Data Analytics	Converged	Security	Networking	Internet of Things
30% CAGR*	**23%** CAGR*	**20%** CAGR*	**2x** INDUSTRY AVERAGE	**89%** CAGR*	**17%** CAGR*
6x INDUSTRY AVERAGE	**7x** INDUSTRY AVERAGE	**$13** BILLION MARKET**	**$100** BILLION MARKET	**$8+** BILLION MARKET	**$1.7** TRILLION MARKET

* through 2018   ** through 2017
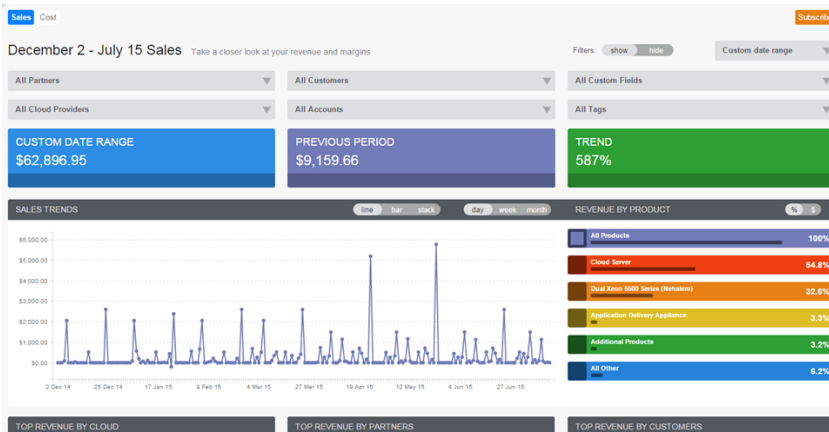
AVNET

Avnet Cloud Marketplace
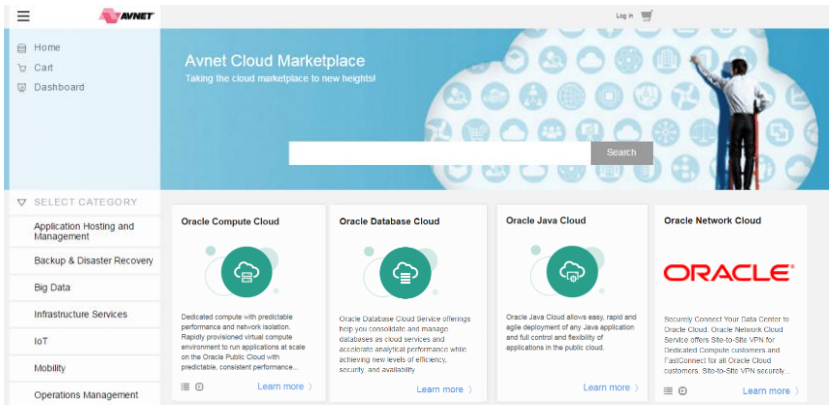
Avnet Cloud Marketplace (ACM) (PDF) Video

- Online Portfolio and ordering of Cloud Services
- Partners create their Branded Marketplace
- Partners can resell or create own Integrated Cloud service
- Combine Subscription and Consumption consuption

Avnet Cloud Tool (ACT) website

- Manage all accounts, invoicing, and spend (Backend of ACM)
- Account provisioning
- Next Day Usage dashboards and reporting
- Consolidation spend from all Cloud providers

Thank you

Accelerating Your Success™