

Partner Playbook

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# Partner with Arrow & Gigamon

The partner guide for success



# Who We Are

## Gigamon Deep Observability Pipeline

### Our Value Proposition

The Gigamon Deep Observability Pipeline is trusted by thousands of leading businesses, banks, service providers, and government agencies to provide complete visibility into all traffic — including East-West and encrypted traffic — across hybrid cloud infrastructures.

With Gigamon, you can eliminate security blind spots, strengthen your security posture, and reduce tools costs 50 to 60 percent by optimizing the traffic sent to these tools.

Check out our Deep Observability Video



LEARN MORE

### A Market Leader In Deep Observability



4,000+  
CUSTOMERS  
WORLDWIDE



10/10  
U.S. FEDERAL  
AGENCIES



8/10  
TOP HEALTHCARE  
PROVIDERS



83/100  
FORTUNE 100  
COMPANIES



7/10  
TOP GLOBAL  
BANKS



9/10  
TOP MOBILE  
NETWORK OPERATORS



#### A Purpose-Built Deep Observability Pipeline

The Gigamon Deep Observability Pipeline, based on the [GigaVUE Cloud Suite™](#), efficiently delivers the network telemetry you need to eliminate security blind spots, mitigate regulatory and compliance risk, and reduce tool costs and complexity.



#### #1 Market Share Leader Deep Observability 2023

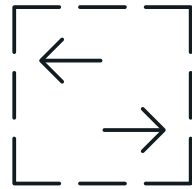
In 2023, Gigamon maintained a market leadership position with its Deep Observability Pipeline, bringing an innovative approach to securing and managing modern hybrid cloud infrastructure.

## What We Do

# Gigamon Benefits

### 1 Eliminate Blind Spots

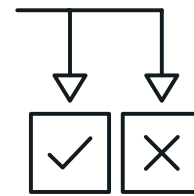
1



The Gigamon Deep Observability Pipeline helps eliminate blind spots by accessing all relevant traffic — Including East-West and encrypted traffic — and sending this intelligence to your tools in an optimized format that maximizes their efficiency and ROI.

### 2 Packets + Logs = Complete Picture

2



Network packets provide valuable security, performance, and troubleshooting information that complements the events and logs data used by SIEMs and observability tools. Together, this provides your tools with the data they need to safeguard your business operations.

### 3 Save Tool Costs

3



By optimizing and improving the signal-to-noise ratio of network traffic ingestion, Gigamon customers often realize 50 to 60 percent savings on tools spend and deferral of in-year new capacity purchases.

### 4 Save Cloud Costs

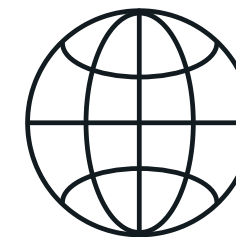
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Gigamon also provides a much more efficient way to access cloud traffic, eliminating the need for costly cloud gateway and load balancing services, reducing the cost of cloud traffic acquisition from 0.75 cents to 0.04 cents per gigabyte.

### 5 A Trusted solution Worldwide

5



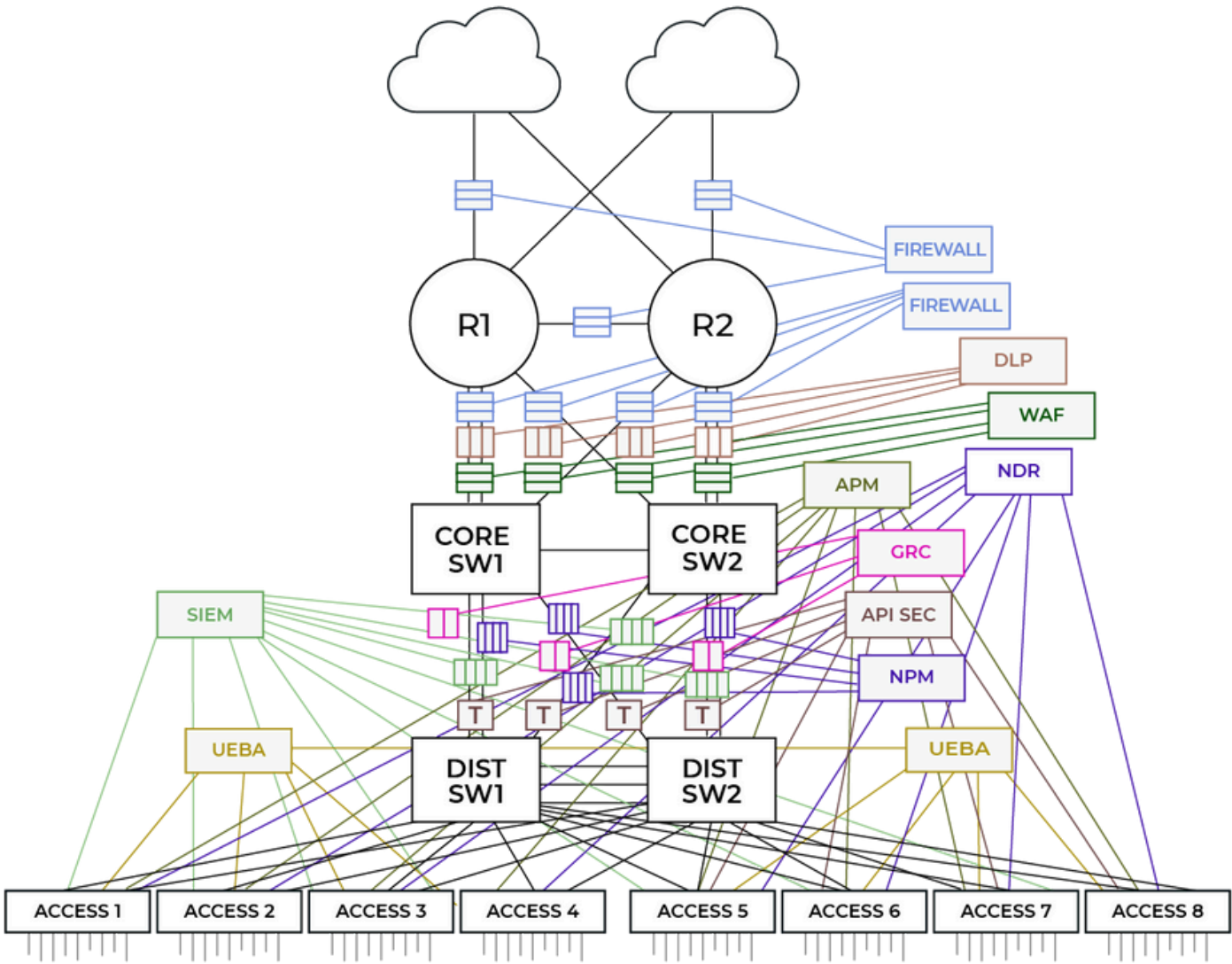
Trusted by 4,400 customers worldwide, including 83 of the Fortune 100, Gigamon boasts an impressive 4.7 out of 5 customer satisfaction rating. With its solutions, the world runs on Gigamon's unparalleled visibility and security.

The Solution

Gigamon Removes Complexity and Provides Complete Network Visibility

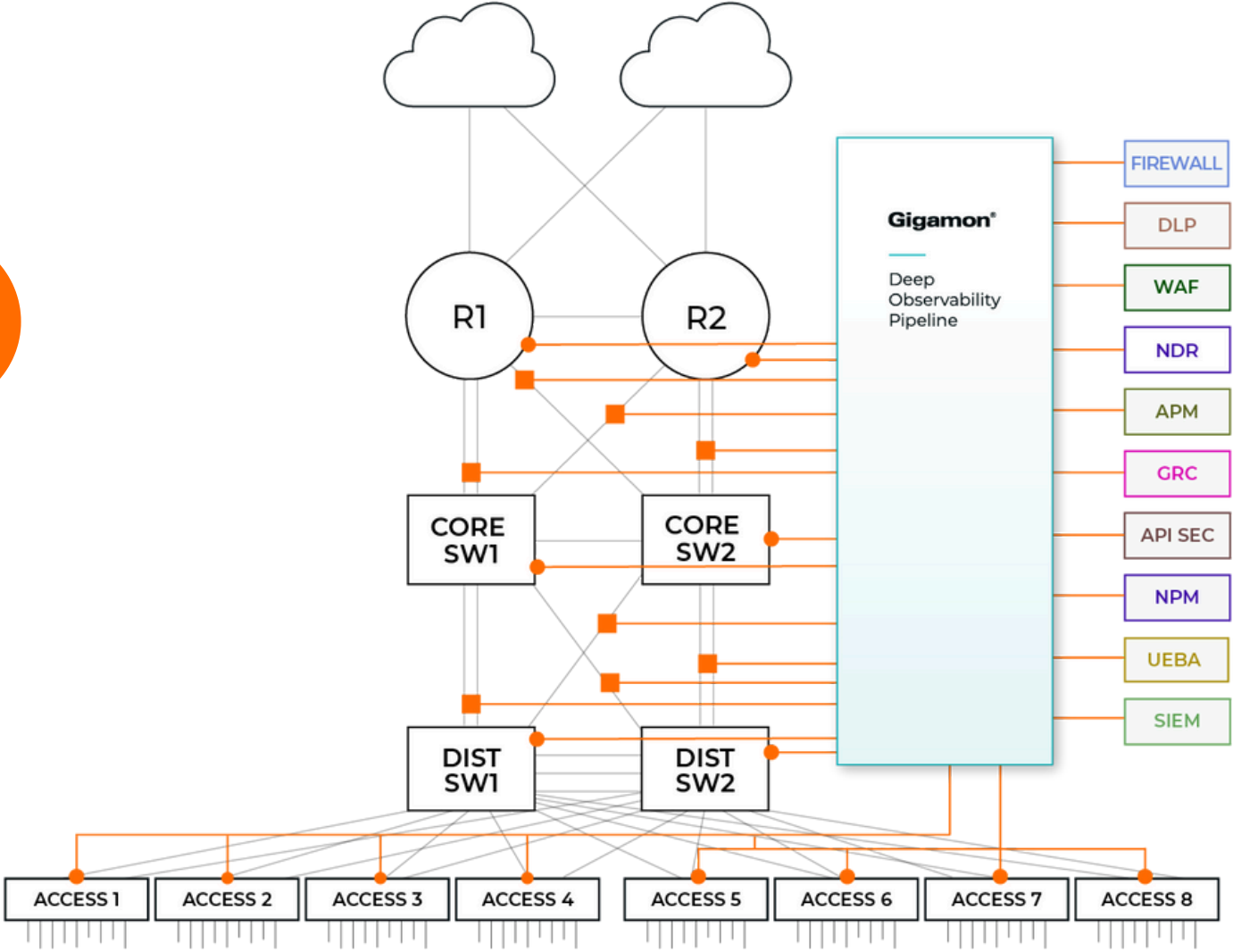
WITHOUT GIGAMON

Complexity → Blind Spots, Cost, Inflexibility



WITH GIGAMON

Visibility → Security, Efficiency, Agility





## Target Audience

# Who needs to hear about Gigamon?



### CloudOps Persona

<b><u>Role</u></b>	Responsible for ensuring the right infrastructure (cloud, on-prem, hybrid) supports business growth and meets partner expectations. Works with public, hybrid, and multi-cloud environments.
<b><u>Key Priorities</u></b>	Leading cloud strategy, evaluating technologies, determining on-prem vs. cloud placements, and ensuring high availability for business applications and platforms.
<b><u>How Gigamon Helps</u></b>	With Gigamon's cloud visibility solution, Cloud Ops teams can gain the same control and visibility in the cloud as they have on-prem. Easily troubleshoot across multiple providers while streamlining tools and processes, driving efficiency for both partners and cloud-focused customers



### Networking Persona

<b><u>Role</u></b>	Responsible for ensuring the right infrastructure (cloud, on-prem, hybrid) supports business growth and meets partner expectations. Focuses on on-premise datacenter and private cloud.
<b><u>Key Priorities</u></b>	Setting and leading infrastructure strategy, evaluating technologies, deciding what stays on-prem and what moves to cloud, maintaining high availability for business applications and platforms
<b><u>How Gigamon Helps</u></b>	Gartner projects 6-10% datacenter spending growth to \$200B in 2021. To improve modernization and agility, better tool efficiency, inline deployment, and application intelligence are key. Gigamon helps enterprises and agencies maximize network technologies for greater efficiency and effectiveness.



### Security Persona

<b><u>Role</u></b>	Responsible for cybersecurity and IT security governance, risk and compliance, threat intelligence, detection and management whether on-prem or in cloud
<b><u>Key Priorities</u></b>	Protecting their brand and customers, evolving threat landscape, mitigating security and compliance risks.
<b><u>How Gigamon Helps</u></b>	Gigamon helps you identify initial signs of security and performance issues, providing your tools with the data they need to detect them. You can extend on-premises security and compliance network visibility to multi-cloud workloads by leveraging existing tools and MELT-based cloud-native monitoring and observability. With Gigamon, you discover crypto mining and torrent traffic, creating a resilient and future-proofed monitoring and security infrastructure.

Resources

Tools to Get You Sales Ready

Ramp up your selling skills to begin building your pipeline and growing your business with Gigamon. Learn what sets us apart from others, and how to position it with customers and prospects.



Gigamon and Arrow  
Resource Hub

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Partner Playbook: Precryption Technology



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Partner Playbook: East-West Visibility




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Partner Playbook: Zero Trust



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Portal

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Portal

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Partner Program  
Resources

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## Technology Alliance Partners

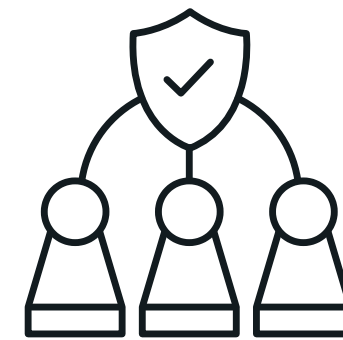
# Better Together

Our Technology Alliance Partners solve customer problems with best of breed solutions for [network security](#), performance monitoring, experience management and compliance. Gigamon and our partners seek to provide the most flexible and efficient joint solutions that allow you to maximize the effectiveness of your investment.

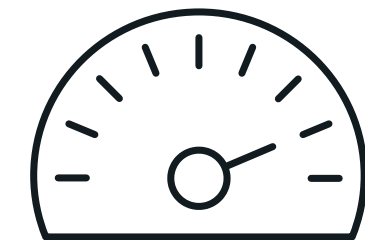
### What is our unique value proposition in the Better Together story



The Gigamon Deep Observability Pipeline efficiently delivers network-derived intelligence and insights to cloud, security, and observability tools. This powerful combination eliminates dangerous blind spots, optimizes network traffic, and dramatically reduces tools costs, enabling customers to better secure and manage hybrid cloud infrastructure.



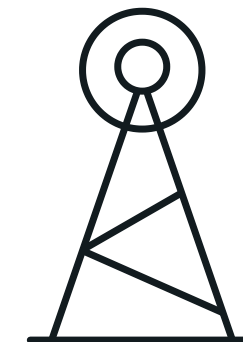
**Security and Vulnerability Management**



**Network Performance Management**



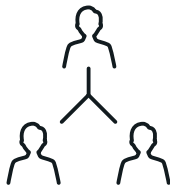
**Cloud**



**Service Provider**

Technology Alliance Partners


Featured Technology Partners





NUTANIX

LiveAction

splunk>


 Cribl

aws




EXTRAHOP

VECTRA

  
dynatrace

FORTINET

  
new relic

sumo logic

Check out all our Technology Partners here



Partner Selling Guide:  
Technology Alliances

*Learn how to upsell with  
these alliance oportunities*

LEARN MORE





## Join the **GigaRace**, Arrow's Practice Accelerator program

Arrow's supercharged channel partner incentive program rewards partners for attaining certifications, using enablement resources and closing Gigamon sales. Check out the following milestones channel partners can reach to learn, earn and grow their Gigamon business. Did we mention each step has some nice financial incentives?


- Milestone 1: Opt into the program and take the first steps to learning about Arrow's Gigamon community.
- Milestone 2: Boost your Gigamon expertise with sales or technical training.
- Milestone 3: Take an extra lap with webinars, Gigamon AWS Immersion Day, on-demand videos and more.
- Milestone 4: Map your accounts and learn to have more effective customer conversations.
- Milestone 5: Close deals and earn big!

**JOIN THE RACE TODAY**

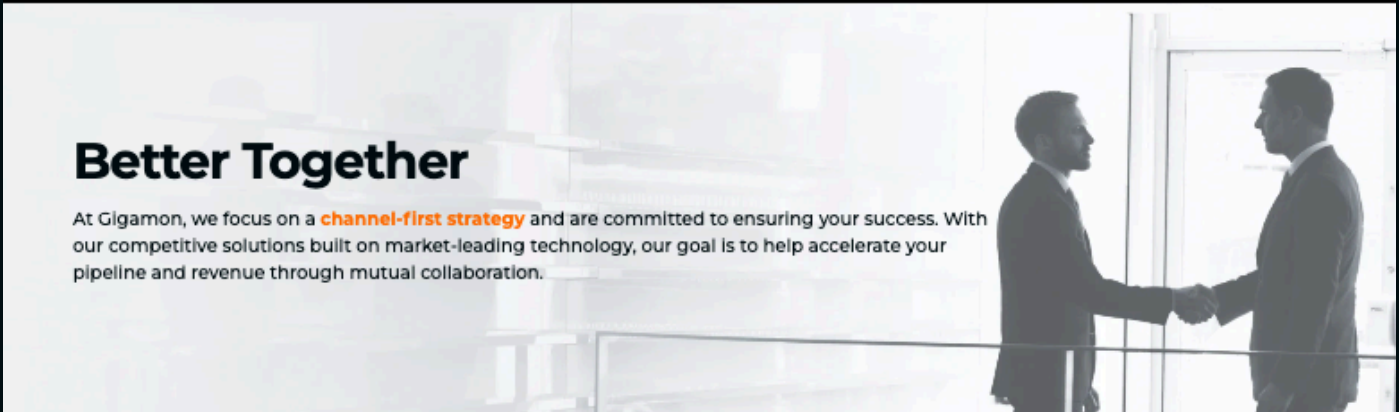


Visit our **BETTER TOGETHER**  
page to learn more

[LEARN MORE](#)

Gigamon® | 

CONNECT WITH US



### Better Together

At Gigamon, we focus on a **channel-first strategy** and are committed to ensuring your success. With our competitive solutions built on market-leading technology, our goal is to help accelerate your pipeline and revenue through mutual collaboration.


### Who's Gigamon?

Gigamon offers a **deep observability pipeline** that harnesses actionable network-level intelligence to amplify the power of observability tools.

This powerful combination enables IT organizations to assure security and compliance governance, speed root-cause analysis of performance bottlenecks, and lower operational overhead associated with managing hybrid and multi-cloud IT infrastructures.


### Why Arrow and Gigamon?

Deliver trusted technology by partnering with the Arrow and Gigamon team, ensuring your business collaborates with **top cybersecurity solution providers** that will help improve your customers' security postures.




#### Sales Tools

Partner discounts, deal registration & protection, Demo & NFR product discounts




#### Marketing Resources

Demand generation campaigns and MDF for joint marketing activities



#### Enablement

Free online and in-person sales and technical enablement training



#### Support

Full-on Support Team - Pre-Sales, Sales, and Technical

EMAIL ARROW TO GET STARTED

# Contact

Stay up-to-date with the latest information in the [Gigamon Partner Portal](#) or our [Better Together page](#).

Contact your Arrow Channel Manager or Gigamon Channel Manager for additional information.

