

Accelerate Your Sales Cycle With Actionable Insights From Arrow

The market for technology companies is tremendous, but more challenging than ever due to flat budgets, shifting priorities and ever-evolving buyer habits – and these are just some of the many hurdles companies face when selling technology today.

If you are looking for actionable insights to help overcome these challenges and win more business, then look no further than Arrow's Market Intelligence team.

Unlike traditional market research firms, our MI team focuses exclusively on hardware and software manufacturers and their partners. We equip your sales, marketing and channel teams with in-depth research and insights on end-users, partners and competitors to uncover opportunities and shorten sales cycles.

Tools to Help Accelerate Your Sales

Arrow's Market Intelligence team leverages analytics, primary and secondary research to uncover your competitive landscape, partner ecosystem and relevant opportunities based on verticals, geographies and technologies.

We also provide technology-focused market expertise and detailed presentations on funding levels, buying patterns, organizational landscapes and the right points of contact for you to win more business.

Arrow's Diverse Market Intelligence Portfolio

- Market trend analysis
- Install base analysis
- Demand generation and white space campaigns
- Custom briefings and trainings

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Focused Deliverables for Your Business Targets

Arrow Market Intelligence Offering	Live Presentations	Call Lists	Net New End-User IDs	Net New Partner IDs	Targeted Market Trend Analysis	Arrow Channel Analysis
Peer Comparison/Partner Performance: Allows partners to see how they rank against their peers in the Arrow channel and provides a roadmap of markets to enter						✓
End-User/Partner Analysis: Provides analysis and breakdown of white space end-users, market basket analysis of what technologies are frequently bought together, and information that helps recruit resellers working with complementary manufacturers				✓		✓
Historical Trend Analysis: Leverages install base analytics to determine growth rates, conducts market basket analysis, and identifies key trends and patterns that can highlight growth opportunities						✓
Market Analysis: Presents a big picture of the market by identifying emerging trends, growth areas, and competition					✓	
Missed Opportunity/Share of Wallet: Provides partners with share of wallet, identifies their most loyal customers, and offers a picture of what technologies they're buying						✓
Demand Generation: Produces list pulls based on end-user parameters for demand generation, nurture campaigns, and lead development		✓				
Streamlined Sales Pipeline Development (SSPD): Provides a holistic view of market trends and install base analytics, combined with vetted and validated leads to help manufacturers and partners shorten sales cycles	✓	✓	✓	✓	✓	✓

Start Growing Your Business Today!

If you are interested in growing your business and shortening your sales cycles, [contact the Market Intelligence team today!](#) Our experienced analysts and consultants are ready and waiting to get you started.

Contact Us

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