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Arrow launches 'IoT Innovator Program' in EMEA

London, UK. – August 8th, 2017 – Arrow Electronics has announced the launch of its “Things Evolved: IoT Innovator Program” in the EMEA region. The programme is a new initiative to develop the company’s Internet of Things (IoT) ecosystem and to facilitate channel partners’ path into IoT markets.

Arrow is uniquely positioned in the IoT markets, with a wide portfolio addressing every layer of the IoT solution stack, ranging from electronic components to IT solutions. Through the launch of the ‘Innovator Program’, Arrow will enable the channel community and IoT solution providers to benefit from its IoT technology reach and skills. Additionally, other benefits include access to all services delivered by Arrow such as remote management and monitoring, support, design, integration, training, marketing and financial solutions.

The ‘IoT Innovator Program’ allows Arrow’s channel customers to offer their end customers best-of-breed IoT solutions. To support this approach and accelerate IoT market development, Arrow is, in addition, creating dedicated IoT stacks with new, specialised IoT solution providers. These providers are already established in key vertical IoT market segments: smart cities, industrial IoT, healthcare and automotive/transportation.

A key element of the ‘IoT Innovator Program’ is to connect ‘Things Evolved’ partners with IoT projects generated through Arrow’s extensive sensor and connectivity market reach. ‘Things Evolved’ customers will benefit from Arrow’s skills and expertise in data gathering and transportation in IoT projects.

“Our ‘IoT Innovator Program’ kick-starts the most comprehensive channel enablement initiative in the industry’s complex IoT environment”, says Eric Nowak, president enterprise computing solutions, Arrow EMEA. “In the light of our sensor-to-sunset strategy, Arrow is the only global distributor capable of offering reliable and secure IoT solutions to cover all aspects of technology. With our full service IoT programme based on solution stacks and professional managed services, Arrow provides the channel with new exciting sales opportunities.”

Channel solution providers will receive many benefits from participating in Arrow’s IoT Innovator Program, such as:

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- Access to IoT solution stacks that include sensors, connectivity, cloud, analytics, security, IT infrastructure, managed services up to end-of-life asset disposition
- Certification with the Arrow Things Evolved Partner accreditation
- Business reviews with the Arrow IoT sales team
- Qualified leads and incorporation, in addition to IoT projects
- IoT training and marketing expertise

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Resources

VARs, MSPs, solution providers, systems integrators and others interested in learning more about Arrow's Things Evolved: IoT Innovator Program, please visit [our dedicated site](#) and select "potential partner" from the drop-down menu.

About Arrow Electronics

Arrow Electronics (www.arrow.com) is a global provider of products, services and solutions to industrial and commercial users of electronic components and enterprise computing solutions. Arrow serves as a supply channel partner for more than 125,000 original equipment manufacturers, contract manufacturers and commercial customers through a global network of more than 465 locations serving over 90 countries.