

Avnet virtual OEM program for software companies



Today, software companies are forced to choose between achieving higher profit margins and making it easy and efficient for their customers to get their applications. With Avnet's Virtual OEM program and the latest generation of Intel® Xeon® processors, your software company can experience the best of both worlds through an optimized plug and play solution.

WHY VIRTUAL OEM?

The Virtual OEM Program enables software-only companies to maintain the financial advantages of their application sale while realizing the tangible benefits of being an Original Equipment Manufacturer (OEM).

The program also reduces the capital expenditures associated with traditional OEM models. Your software company can deploy your solution on validated Intel® Xeon® processor-based hardware platforms, which shortens your time-to-revenue, reduces support costs and ensures a positive customer experience. All of this frees up valuable resources and investment that can be redirected towards application development.

HOW THE VIRTUAL OEM PROGRAM CAN WORK FOR YOU

Our experts will recommend the right Intel® Xeon® processor-based platform from the industry's top technology providers to meet your software company's technical requirements. Avnet can then modify those off-the-shelf technologies by adding memory and drives and loading your application. We'll perform system burn-in and testing before delivering the solution directly to your software company's end customers or resellers.

Your software company handles application transactions. Your end customer purchases their license or subscription from you and then purchases an integrated hardware solution (loaded with your application) from Avnet.

Avnet can also handle application transactions on your software company's behalf, so your end customer can purchase an integrated solution in one single transaction. Your end customer purchases an integrated solution with the software application from Avnet in one single transaction.

Avnet extends credit to your software company's end customer. With these low to no-touch models, your software company can deliver a finished solution directly to your end user or reseller customers—complete with the product manuals, software licenses and custom branded packaging of your choice.

CUSTOMER SUCCESS STORY: SONUS NETWORKS

The Challenge

Complex and expensive hardware inventory management and supply chain requirements which increase financial risk and hurt profit margins

The Avnet Solution

Virtual OEM partnership which outsources inventory and supply chain risk while enhancing customer service levels and market responsiveness

The Results

- Reduced inventory requirements, costs and financial risks
- Enhanced ability to respond to new business opportunities and changes in market demand
- Increased focus on core competencies and solution innovation

"Avnet Integrated Solutions is taking operational cost out of our business without reducing service levels. Our customers are getting the same highly engineered solution and they are able to leverage their buying power to get the best possible price through Avnet. Everyone wins and we're able to increase our focus on what we do best – advanced networking software solutions."



David Tipping
Vice President & General Manager
Products
Sonus Networks, Inc.

BENEFITS

Speed time to revenue

Both large and small organizations often lack the internal resources and expertise to procure hardware and install software quickly. The Avnet Virtual OEM Program provides you with a plug and play solution. This prevents extended sales cycles, which can sacrifice time to revenue.

Increase profit margins

By decoupling hardware from software, you can choose to only transact your higher margin intellectual property. Avnet Virtual OEM also helps reduce the expenses associated with traditional OEM models, which helps your software company produce higher return on your working capital. Some of the eliminated or reduced costs include:

- Inventory Costs
- Inside Sales Resources
- Credit Costs
- Technical Support Costs
- Procurement Resources
- Hardware Engineering Resources
- Integration Facility Costs
- Global Logistics Costs

Reduce support costs

By running dedicated appliances on validated Intel® Xeon® processor-based platforms, you ensure that your application is operating in a controlled environment with a known set of variables. This helps you diagnose and resolve customer support issues in a timely, cost-effective manner.

Redirect investment toward core intellectual property

Because leveraging Avnet as a partner helps save costs, your software company can reinvest funding that used to be dedicated to support costs back into your business.

Ensure a positive customer experience

Validated Intel® Xeon® processor-based hardware solutions ensure you deliver a positive and consistent customer experience. By delivering optimal performance in a locked-down environment, you reduce the risk that customers install your product on a non-validated and non-secure platform. This common interference can negatively impact your customer's experience and their perception of your software company's brand.

Scale ahead of the curve – and competition

Avnet's world-class technology partnerships, engineering expertise, and global OEM contracts allow you to validate solutions that leverage the most efficient technologies. Our experts also ensure all hardware and software operates in accordance with technology supplier contracts and global regulatory requirements.

Get Started

To learn more about Avnet's Virtual OEM Program, contact your local Avnet Account Manager or email us at VirtualOEM@Avnet.com.

COMPANIES SELLING SOFTWARE ONLY

Get the value of a turnkey or plug and play solution without entering the hardware business.

- Reduce sales cycles and speed time-to-revenue
- Reduce support issues and costs by controlling the entire solution
- Maintain control of your brand
- Continue to avoid transacting hardware which can degrade margins

COMPANIES SELLING SOFTWARE WITH HARDWARE

Gain significant financial benefits.

- Enhance profit margins by eliminating hardware drag
- Eliminate double markup on hardware, increase price of software or make your solution more competitive
- Maintain all the benefits of having a turnkey solution

ABOUT INTEL

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