

Arrosys

Manufacturer Representation

The story of Bletchley Park is one cloaked in secrecy and that of a desperate race against time....

There is no doubt that the expertise and knowledge of those located at Bletchley Park was instrumental in shortening WWII by several years, and saving countless losses.

It was those dedicated occupants that quickly and accurately cracked the many thousands of coded communications used during the war such as those sent by the Enigma machine

Apt that the Arrosys European HQ should be based at the very same facility ...



Arrosys Ltd, Bletchley Park, Milton Keynes UK.

The unique Arrosys **‘Manufacturer Representation’** solution enables IT companies to successfully enter and expand their business in Europe with the **minimum in cost and time.**

Arrosys provide the fastest and most cost effective way to successfully enter and expand business in Europe. A ready-to-start, experienced and knowledgeable sales, technical and management team is already in-place. This team can quickly introduce a new manufacturer solution without the costly and often prone to failure recruitment burden.



A wide array of existing channel partner relationships can be quickly leveraged, developed and supported. Arrosys have offices/staff in multiple European countries, with a particular emphasis on the larger market of the UK/Ireland and the fast emerging markets of the former Eastern Europe region of Poland, Czech Republic, Slovakia, Hungary etc.

All charges are based upon a results based costing mechanism with any perceived risk of non-success being shared.

Manufacturer Representation Features and Benefits



Improved partner and customer engagement – Creating the perception that the manufacturer is physically present increases the confidence of partners and customers. Local Arrosys staff provide fast response to issues and opportunities in local language as if they were actual manufacturer employees.

Arrosys provide a complete off-the shelf company structure including office, facilities, external sales, internal sales, systems engineers, management and marketing.

Faster time to market and success – Arrosys have successfully represented IT companies within Europe since 2001. Clients are fully reference-able and span from small innovative start-ups through to large already established corporate companies.

Immediate access to the wealth of experienced Arrosys people and a large established channel of partners (excess of 2,000) is obtained immediately upon engagement. This provides the ability to commence operations without delay and obtain the fastest possible partner engagement.

Arrosys represent complementary manufacturers and utilize reference selling between manufacturer teams to accelerate and obtain incremental sales.



More cost effective – Charges are predictable and in-line with revenues, being based upon a result based costing mechanism similar to that of employing a sales person.

Arrosys are confident in their ability to execute and consequently share the risk of success by keeping any fixed cost charge to an absolute minimum.

Prior to engagement Arrosys conduct initial research and analysis on the market opportunity and requirement. Based upon this analysis a proposal is provided which includes recommended resource levels, strategy and targets, proposed success based measurement milestones and revenues as well as the costs.



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