

Many varied companies have enlisted the services of Arrosys, summarized below are some examples:

Enterasys Networks, wished to reduce the cost of selling in the Central and Eastern Europe region during a period of company restructure. This was accomplished with the Arrosys Manufacturer Representation service which reduced costs by greater than 50% whilst maintaining a growth in overall sales.

Gartner Group, needed to obtain market data from the Eastern European region in order to develop a service provider's strategic business development plan. Arrosys setup and then conducted interviews and meetings on behalf of the Gartner Group's client on a consultancy basis.



SMC Networks, needed to re-establish their business within the UK, Ireland and Eastern Europe region after a period of poor performance. Arrosys provided a Manufacturer Representation service which has enabled SMC Networks to benefit from a return to profitable growth. The Eastern European region has been the best performing region for SMC Networks for the past 15 months.

Riverstone Networks, wished to obtain revenues from an alternative (Enterprise) market segment whilst the company focused on the metro and service provider markets. Arrosys provided supplemental resources which developed and then actively implemented a partner program across Europe. Greater than 50 active partners were recruited who provided valuable incremental revenues from Enterprise and Service Provider accounts.

Surf Control, wished to expand their business in the Eastern European region without a significant investment in local staff and facilities. Arrosys provided a fixed period channel recruitment solution and obtained 5 strategic partners within the targeted countries. In addition Arrosys provided technical resource which aided in the continuing development of the web filtering solution.

SMC Networks, wished to build a partner program for Europe. Arrosys developed the partner program strategy, implementation plan and supporting collateral for the current SMC Networks partner program. In addition Arrosys produced several partner tools including VDSL and wireless technology brochures.

Network General, wished to obtain revenues from the Eastern European accession countries. Previously these countries were managed from Germany and were the source of zero revenue. Arrosys provided a Manufacturer Representation solution which in year 1 exceeded revenue targets and delivered the largest single project win in Europe.

Opteq International, a high tech start-up wished to expand outside of their existing domestic market into Europe. Arrosys provided a phased Manufacturer Representation solution for European Entry. Phase 1 was to penetrate and establish a footprint in the Eastern Europe region prior to expanding into Western Europe countries. Arrosys established an initial channel and first sales within 6 months and leveraged Opteq's largest ever single order within 9 months of commencement. The market is now an established territory and expansion into other western countries has commenced.

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