



Technology



Lifecycle

Building OEM with Avnet and Hewlett Packard Enterprise

OEM-Ready Programs Designed For Your Product's Lifecycle



OEM-Ready Programs Designed For Your Product's Lifecycle

Avnet leverages its insight and access into embedded system manufacturers with Hewlett Packard Enterprise's innovative, top quality technology components to offer unique ROI advantages to OEM business teams.

With Avnet's OEM-Ready programs, customers have the ability to quickly respond to customer requests while lowering costs and accelerating delivery time.

By offering access to Hewlett Packard Enterprise technology combined with services such as product design, assembly, shipment, service and support, Avnet is uniquely positioned to assist its customers in bringing their products to market.

Avnet helps customers save on costs associated with warehousing, auditing, insurance, integration, support and shipping.

Definition of an OEM

Hewlett Packard Enterprise defines an OEM as an entity, with unique IP, that leverages Hewlett Packard Enterprise technology and services to create a fully integrated and largely inseparable solution for sale to customers in the regular course of its business.



OEM Benefits

- Simplified, lower cost inventory management
- Lower engineering & design overhead
- Highest quality components (branded and white box)
- Insured component compatibility and consistency
- Faster go-to-market
- More reliable contract manufacturing (ISO-9001 certified)
- Reduced support burden
- Increase market reach to international markets
- More reliable forecasting





Avnet Inc., a Fortune 500 company is one of the largest distributors of electronic components, computer products and embedded technology serving customers in more than 70 countries worldwide. Avnet accelerates its partners' success by connecting the world's leading technology suppliers with a broad base of more than 100,000 customers by providing cost-effective, value added services and solutions.



Building OEM solutions with strategic programs and benefits

Hewlett Packard Enterprise defines an OEM as an entity that leverages Hewlett Packard Enterprise technology and creates a fully integrated and largely inseparable solution for sale to customers in the regular course of its business.

Why partner with Avnet and Hewlett Packard Enterprise



Materials and order fulfillment - order fulfillment approaches and supply-chain-management:

- build-to-order • procure to forecast, build to release
- pre-build • hot listing for allocations • consignment

End-user order fulfillment - order fulfillment to individual end-users or distributors:

- custom packing slips • export compliance • EDI/XML-interface
- ETN

Bonded inventory - product electronically sequestered:

- reduce number of purchase orders • reduce inventory liability when demand slows • eliminate lead times based on agreed stocking levels

Third party logistics (3PL) - product staged in strategic regions across the globe:

- global sourcing • hub-centralized multi-vendor sourcing
- flexible it platform interfaces • value-added services and engineering • vat tax issue solutions

Consignment - inventory sequestered on-site:

- price protection • low carrying cost • stock out elimination
- no freight-in charges • reduced obsolescence risk • inventory leveling covering peaks and valleys in demand • no inventory reserve write-offs • immediate DOA replacement

Lifecycle-management - bridging the material procurement gap:

- updates on leading edge technologies • design engineering support • timely communication of life-cycle changes • last time buy and hold-programs • inventory investment planning.



Baseline requirements to become a Hewlett Packard Enterprise OEM Partner:

- End solution is based on OEM's IP integrated with Hewlett Packard Enterprise hardware and/or software and possibly third party options.
- Solution will not be used for general purpose computing and will have substantially different functional characteristics from any products or technologies offered by Hewlett Packard Enterprise.
- Hewlett Packard Enterprise components typically represent less than 35% of the final cost of the solution
- OEM will not resell or expose the special pricing on Hewlett Packard Enterprise hardware as a separate line item on their solution to their end customer.

Why Hewlett Packard Enterprise? Build your solution on leading technology:

- The technology components you choose can make or break your business. Let Avnet's seasoned staff build your OEM solution better by combining Hewlett Packard Enterprise components.
- Industry leading ProLiant, Bladesystem and Workstation products
- Utilize Hewlett Packard Enterprise branded equipment or customize and re-brand bezels, documentation, packaging and more
- Channel fulfillment includes:
 - Hardware, software and services
 - Sales, product customization, fulfillment, logistical support and financing
 - Post sales maintenance, including upgrades and break/fix.

Hewlett Packard Enterprise OEM ROI

- Access to emerging markets
- Capability to footprint
- Overhead of service and support
- System configuration & testing
- Third-party integration
- Perfect fit for large OEM



Avnet Inc. - Facts & Figures

- Fortune 500 (Rank #117)
- Revenue in fiscal year 2015: US \$27.9 billion
- Listed NYSE: AVT
- Incorporated: 1955
- Went Public: 1959
- CEO: Rick Hamada
- Global Headquarters: Phoenix, Arizona
- Sales within 80+ countries

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