



ADVODA Signs with Arrow, Becomes First Network Offering on [ArrowSphere](#)

GREENWOOD VILLAGE Colo.--(MARKETWIRED)--Nov. 3, 2014—ADVODA, a national master agent, today announced a partner agreement with Arrow Electronics, Inc. a global technology distributor, that adds ADVODA network, Internet and voice services to the Arrow cloud service portfolio in the United States and Canada. ADVODA becomes the first company to offer network services via the [ArrowSphere](#) online marketplace. The addition of ADVODA network services enables Arrow solution providers to offer their customers a complete technology solution.

ArrowSphere is an on-line marketplace that offers more than 50 cloud services from best-of-breed providers to more than 500 Arrow solution providers including managed IT services providers (MSP) and [value-added resellers \(VAR\)](#). The ADVODA offering compliments ArrowSphere cloud services such as infrastructure (IaaS) and software (SaaS) that are powered by network and Internet services. Arrow solution providers can build a turnkey technology solution with network and cloud services, using one central marketplace, and compete more effectively against network-ready resellers and integrators.

“ADVODA network services allow Arrow solution providers to offer complete technology solutions, increasing win rates and overall revenue per customer,” said Dee Dee Lear, vice president of cloud and business development for Arrow’s North American enterprise computing solutions business. “ArrowSphere solution providers and their customers need network services to optimize their infrastructure as well as provide secure, high-performance cloud access for the end-user. As our priority is to offer best-in-class services aligned with our solution providers’ needs to accelerate their on-ramp to the cloud, we are pleased to bring the ADVODA team to our solution provider community.”

ADVODA provides Arrow solution providers with additional value by making the complex network sales process easy, efficient and rewarding. ADVODA offers pre and post sales support, technical sales architects, project and life cycle management, and full network sales process outsourcing. Additional benefits to the Arrow solution provider include increased customer satisfaction and revenue per customer, higher solution sale win rates, and recurring revenues.

Available ADVODA products and services include wide area network (WAN), MPLS, dedicated high-speed Internet (via fiber, EoC or coax), cloud access/direct connect, VoIP, SIP Trunking, and Hosted IP-PBX. Arrow solution providers gain access to ADVODA’s portfolio of 50+ suppliers that include local and niche companies as well as national, global and Tier 1 carriers such as CenturyLink, Comcast Business, and Verizon.

“The agreement with Arrow is a key element of our corporate growth strategy,” said Hilary Fox, president and chief operating officer at ADVODA. “ArrowSphere gives ADVODA instant scalability and access to thousands of Arrow solution providers who are actively engaged in technology solution architecture. ADVODA offers an easy, efficient, and rewarding way for Arrow solution providers to obtain the network and telecommunications services customers need to complete their technology requirements.”

For more information, please join ADVODA and Arrow on November 13, 2014 at 12:00pm MST for the formal product launch webinar. Register here: <https://www.brighttalk.com/webcast/9523/133385>.



About ADVODA

ADVODA is a national master agent that optimizes technology sales engagements between service providers and customers. 2,000+ companies choose ADVODA for the speed-to-market, accuracy, and satisfaction that comes from our hands-on solution sales process and thorough project and lifecycle management. ADVODA services include WAN, Internet, voice, cloud, data centers, managed infrastructure, assessments, and IT consulting. Products are delivered from 50+ ADVODA-vetted services providers ranging from niche operators to the world's largest carriers. ADVODA offers a rewarding partner program for technology sales organizations such as [value-added resellers \(VARs\)](#) and managed IT services providers (MSPs) with a core focus on enablement, pre/post-sales support, and customer satisfaction. Visit www.advoda.com.

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