

HOW WE'VE HELPED  
TECH COMPANIES

BRING THEIR  
CONCEPTS TO LIFE

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Project Examples

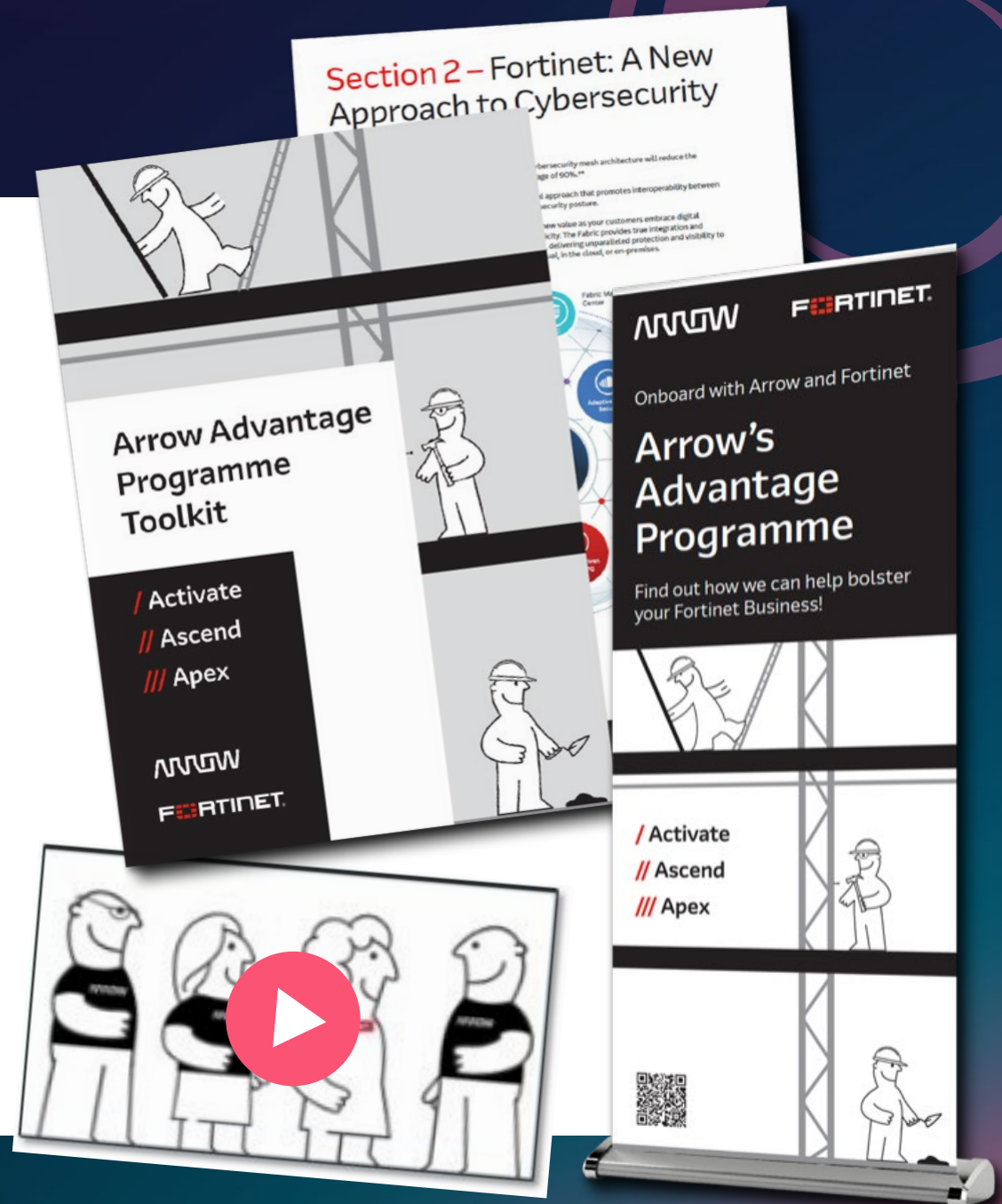


# Fortinet Advantage

Arrow ECS approached FWD to help develop and manage a partner programme for their existing and new Fortinet partners. Collaborating with Arrow's BDM and Sales teams, we finalised the programme structure and planned a comprehensive go-to-market strategy to drive engagement.

To build excitement for the upcoming programme, we produced a range of pre-launch assets, including social teasers, emails, short animations, and a landing page for partners to register their interest. Once the programme was launched, we executed a dedicated set of emails, organic and paid social posts, a longer animation, and a toolkit highlighting the benefits of Arrow, Fortinet, and the Advantage programme for channel partners.

Beyond digital content creation, design and build, we also provided printed materials such as the programme toolkit brochure and event roller banners for the Arrow Fortinet roadshow. Paid social ads on LinkedIn, managed by FWD, further amplified the programme's visibility.

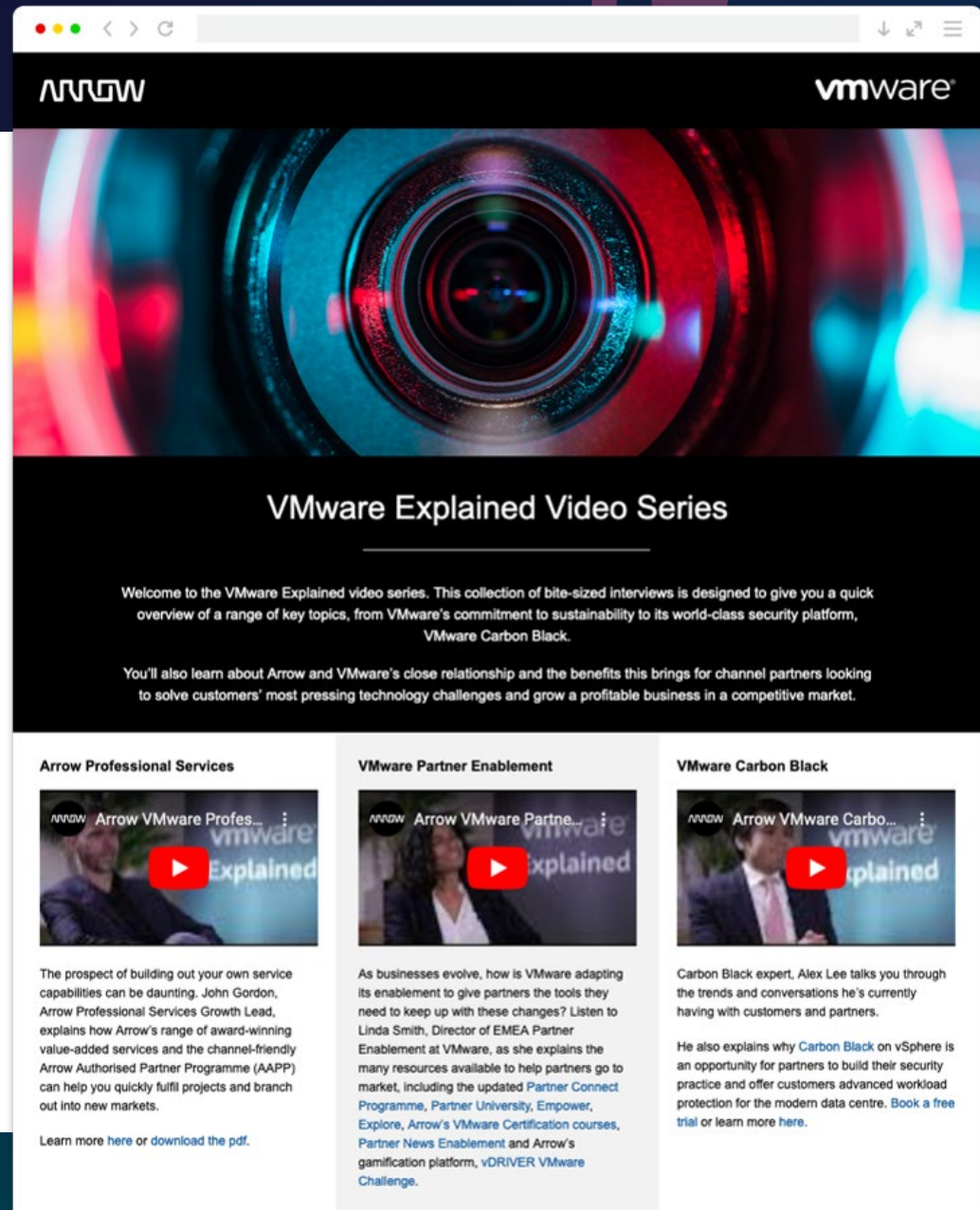


# VMware Explained Video Series

To elevate brand awareness and drive customer engagement, Arrow ECS and VMware turned to FWD to help them deliver the VMware Explained Video Series. The campaign aimed to give channel partners a quick, bite-sized overview of a range of key topics and position the two companies as thought leaders in the industry.

We developed a cohesive strategy, writing compelling content for news articles, organic and paid social posts, and a landing page. Design included a 2-day film shoot, full and social edits, landing page build, article banners, and social cards. In the marketing phase, we fulfilled a sponsored banner and video campaign via LinkedIn, alongside an interactive paper DMP extending to email and social comms.

The VMware Explained Video Series successfully provides existing and newly onboarded partners with accessible insights into the VMware portfolio. It also explains how VMware's close relationship with Arrow can help partners solve their customers' most pressing technology challenges and grow a profitable business in today's competitive market.




**Arrow** **vmware**

## VMware Explained Video Series

Welcome to the VMware Explained video series. This collection of bite-sized interviews is designed to give you a quick overview of a range of key topics, from VMware's commitment to sustainability to its world-class security platform, VMware Carbon Black.

You'll also learn about Arrow and VMware's close relationship and the benefits this brings for channel partners looking to solve customers' most pressing technology challenges and grow a profitable business in a competitive market.


### Arrow Professional Services



The prospect of building out your own service capabilities can be daunting. John Gordon, Arrow Professional Services Growth Lead, explains how Arrow's range of award-winning value-added services and the channel-friendly Arrow Authorised Partner Programme (AAPP) can help you quickly fulfil projects and branch out into new markets.


[Learn more here](#) or [download the pdf](#).

### VMware Partner Enablement



As businesses evolve, how is VMware adapting its enablement to give partners the tools they need to keep up with these changes? Listen to Linda Smith, Director of EMEA Partner Enablement at VMware, as she explains the many resources available to help partners go to market, including the updated [Partner Connect Programme](#), [Partner University](#), [Empower](#), [Explore](#), Arrow's VMware Certification courses, [Partner News Enablement](#) and Arrow's gamification platform, [vDRIVER VMware Challenge](#).

### VMware Carbon Black



Carbon Black expert, Alex Lee talks you through the trends and conversations he's currently having with customers and partners.

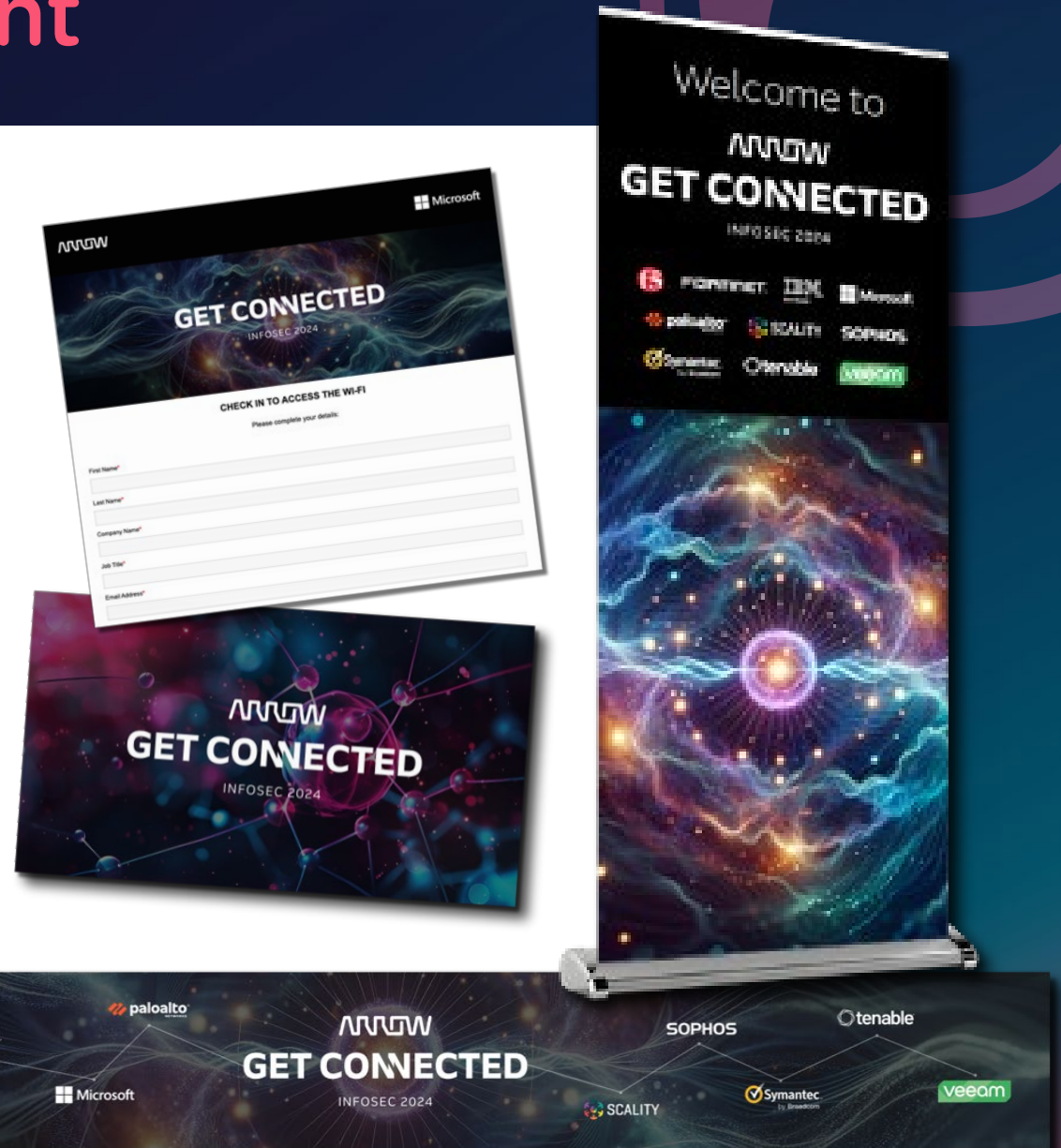
He also explains why [Carbon Black](#) on vSphere is an opportunity for partners to build their security practice and offer customers advanced workload protection for the modern data centre. [Book a free trial](#) or [learn more here](#).

# InfoSec Arrow Connections Event

Arrow ECS partnered with FWD for the fourth time to brand and manage their networking space at InfoSec, Europe's leading cybersecurity event. Tasked with bringing the theme "Get Connected" to life, FWD designed and built a unique and interactive display for Arrow's key partners and sponsoring vendors.

Alongside event concept and logo design, we created a collection of installation pieces, including roller banners, bar runners, QR cards, and A5 flyers. We also produced 11 vendor-specific data capture landing pages and a rolling PowerPoint presentation, ensuring seamless digital integration with printed materials. Our event management services covered venue sourcing, overseeing set up, manning the event, and managing the post-event takedown.

The conference was a huge success, providing a relaxed and engaging social environment for networking and meetings. With an ongoing partnership with Arrow, we simply couldn't wait to get involved in helping elevate their presence at their flagship cybersecurity event.



# VMware Revamped Campaign

Arrow ECS and VMware sought to enhance revenue opportunities for their partners by generating new leads and increasing customer engagement. To achieve this, FWD was tasked with revamping VMware's campaign strategy, delivering a cohesive digital experience across multiple touchpoints.

Leading on content creation, design and build, we produced 6 EU VMware-branded emails, online banner messaging, and a dedicated landing page. The emails were set to be distributed in a structured series, driving traffic to the landing page where users could download an eBook or register for a free assessment.

FWD then partnered with CPB, a tech-focused lead generation agency, to amplify the campaign's reach. CPB executed the email sends and followed up with targeted telemarketing efforts to generate BANT-qualified leads. These were then distributed to Arrow VMware partners to help them connect with high-quality prospects.



The screenshot shows a landing page for VMware. At the top is the VMware logo. Below it is a photograph of three people in a meeting. The main heading is "Bring Cloud Benefits To Your On-Premises Workloads". The text below discusses the challenges of on-premises workloads and how VMware vSphere+ can help. It includes a list of benefits and two call-to-action buttons: "Download eBook" and "Get Your Free Assessment". At the bottom, there is a footer with an unsubscribe link.

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## Bring Cloud Benefits To Your On-Premises Workloads

If most of your workloads are still on-premises with no signs of migrating anytime soon, your IT admins and DevOps team may be experiencing significant challenges.

Day-to-day management can be difficult when you're dealing with dispersed workloads, multiple operating models, and underlying infrastructure resources that may not come with the toolset needed to enable developer velocity and modern applications.

The good news is that VMware vSphere+™ is here to revolutionise your team's work experience by bringing all the benefits of the cloud to your on-premises workloads.

Leveraging VMware vSphere+™ enables you to:

- Enhance operational efficiency through centralised management
- Transform existing virtual infrastructure into a self-service Kubernetes platform
- Streamline management with integrated logging, registry, and monitoring
- Gain the flexibility of OpEx-based consumption
- Supercharge your workload performance

Click here to discover the benefits of vSphere+™ and take a free assessment. Download your executive report.

[Download eBook](#)

[Get Your Free Assessment](#)

unsubscribe from further emails, please click here to [unsubscribe](#).



The screenshot shows another landing page for VMware. At the top is the VMware logo. Below it is a photograph of a person working at a computer. The main heading is "Enjoy cloud benefits without the hassle of migration". Below that is the text "Discover the power of VMware vSphere+™" and a "Watch Video" button.

vmware

## Enjoy cloud benefits without the hassle of migration

Discover the power of VMware vSphere+™

[Watch Video](#)

# Get In Touch

From initial concept through to final solution  
– FWD is your trusted partner, ideally  
positioned to drive results for your business.

**[fwdmotion.co.uk](https://fwdmotion.co.uk)**

**[enquiries@fwdmotion.co.uk](mailto:enquiries@fwdmotion.co.uk)**

**01246 439045**

**FWD Motion Ltd**

50-52 Ravenshorn Way  
Renishaw Business Park  
Sheffield S21 3WY

