Tap into the Smart City Opportunity

Solution providers can use Arrow Electronics' rich ecosystem to bring IoT and smart cities to life.

"The IoT opportunity within smart cities is incredibly exciting right now," said Howard Goldberg, senior vice president of global marketing and business development at Arrow Electronics.

"Cities are turning to smart city technologies to improve quality of life for residents, enhance public safety, improve transportation and optimize energy usage. "Municipalities are looking to improve every facet of city life, and they're looking for answers," said Goldberg. "The solution providers that can provide those answers will prosper."

There's a significant potential payout for providers willing to take the plunge into a new competency. Bain & Company estimates that the total IoT opportunity—from embedded and consumer devices and network through data center, analytics and systems integration—will reach $520 billion by 2021.

Solution providers bring trusted customer relationships and core IT competencies to IoT and smart city projects. But given the vast technology ecosystem and new relationships that are necessary to create a smart city, most solution providers don't go it alone. Arrow and Hitachi Vantara are ready to help.

With a successful 20-year affiliation, Arrow and Hitachi Vantara have entered the next phase of their relationship.

Leveraging their combined strengths in delivering high-end storage solutions via the partner community, the companies have expanded their efforts to include the development and sales of new, end-to-end market-ready solutions powered by proven infrastructure, analytics, IoT applications, connectivity, and sensors and edge technology from Hitachi Vantara, Arrow and other partners.

"We create an ecosystem of partners to address IoT and smart city requirements," said Goldberg. "We essentially make IoT a tangible reality."

The Power of Partnership

"Hitachi Vantara and Arrow enable partners to scope, architect, design and implement IoT solutions through data that is captured, analyzed then stored," said Goldberg.

Arrow's technology portfolio spans from the sensory edge and gateways to data platforms and dashboard analytics. Arrow works closely with partners across the project lifecycle from the initial concept through design engineering, integration and cloud services. It also offers services like financing and sustainable disposition. This all simplifies the complexities of developing, deploying and managing IoT systems and smart city applications.

Real-World IoT Labs

Solution providers can get real-world IoT and smart city experience in Arrow's Colorado Open Lab. Opening in 2019, the lab supports the Colorado Smart Cities Alliance, a coalition of Colorado municipalities, research labs, educational institutions and technology companies that have come together to pilot smart city technologies. Hitachi Vantara is a key sponsor of the Colorado Open Labs.

"Solution providers need to explore the smart city opportunity," said Goldberg. "Solution providers who can answer the call and become the trusted adviser of municipalities around the world will reap the benefits. " ∎