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Ingram Micro Announces Exclusive Cisco, Veramark Unified Communications Bundle and Promotion

Leading distributor markets new Unified Communications bundle; Offers exclusive, no-cost Veramark software promotion to qualified Cisco(R) channel partners

SANTA ANA, Calif., Sept. 9 /PRNewswire/ -- Making it easier for channel partners to sell and service complex technologies, Ingram Micro (NYSE: IM) today announced a new Unified Communications (UC) soft bundle featuring Cisco Systems(R) voice solutions and VeraSMART(R) Call Analytics software from Veramark Technologies, Inc. (OTC Bulletin Board: VERA).

The new UC bundle, which is available exclusively through Ingram Micro to qualified Cisco partners holding Select Certification designations in the U.S., includes a free copy of Veramark's VeraSMART Call Analytics software (valued at $3495.00 U.S.) with every Cisco voice solution purchased.

Veramark's VeraSMART Call Analytics software gathers call detail records (CDRs) and Quality of Service (QoS) metrics off the Cisco voice system and makes this information available for comprehensive analysis, reporting, and integration with other enterprise data sources. The VeraSMART software provides hard data for making informed business decisions that can help businesses drive expense reduction and cost avoidance, resulting in an increase in bottom line performance.

"Unified Communications is a white-hot technology solution that's not only making it easier for businesses to communicate, it is driving a lucrative cross-selling sales opportunity for our partners who specialize in IP telephony, mobility and networking," says Ken Bast, vice president, vendor management, Ingram Micro U.S. "By bundling a free copy of Veramark's VeraSMART Call Analytics software with Cisco's voice solutions, we are providing our partners a competitive edge and helping them to easily incorporate high-value software applications as part of their Cisco UC solutions sale."

"The benefits of Unified Communications are no longer exclusive to the enterprise and have quickly found their way into small and midsize companies," says Ken Kogut, vice president of business development at Veramark(R). "The powerful combination of Cisco's voice solutions and Veramark's VeraSMART Call Analytics software brings tremendous value to our channel partners. It enables their customers to easily aggregate and analyze telecom data and thus make informed business decisions that can reduce communications expenses and improve productivity."

For more information, solution providers can contact Ingram Micro at (800) 456-8000.

About Veramark Technologies, Inc.

Veramark is a leading provider of communications management solutions that help organizations gain visibility into their communications networks and reduce expenses associated with their voice, data, and wireless services and infrastructure. Our solutions, which include software and services for Telecom Expense Management (TEM), provide business intelligence for managing complex unified communications networks on a global scale. Delivering innovative solutions to small, mid-size, and enterprise organizations, Veramark's products are sold directly and through leveraged distribution channels. For more information, visit http://www.veramark.com.

About Ingram Micro

As a vital link in the technology value chain, Ingram Micro creates sales and profitability opportunities for vendors and resellers through unique marketing programs, outsourced logistics services, technical support, financial services, and product aggregation and distribution. The company serves 150 countries and is the only broad-based global IT distributor with operations in Asia. Visit http://www.ingrammicro.com.

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