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Ingram Micro Sparks Marketing Revolution at Annual Symposium

Distributor Unveils New and Enhanced Marketing Programs for 2012; Announces Annual "Smart Partner" Award Winners

SANTA ANA, CA -- (MARKET WIRE) -- 10/14/11 -- Ingram Micro Inc. (NYSE: IM) previewed its new 2012 lineup of marketing campaigns and programs to an audience of more than 450 vendor partners and associates at the company's annual Marketing Symposium event this week. Throughout the event, the distributor also announced the winners of its annual "Smart Partner" awards, a prestigious list of IT manufacturers that have successfully teamed with Ingram Micro to enable channel partners to grow their businesses and maximize IT sales and services potential.

Themed "Unrest," the 2012 Marketing Symposium was hosted by Ingram Micro North America's Executive Vice President Paul Bay and Vice President of U.S. Customer and Solutions Marketing Anne Wilcox. IT manufacturers were motivated by Ingram Micro to innovate and create greater business value for channel partners by taking advantage of the distributor's integrated 2012 marketing campaigns, partner communities and programs.

"Ingram Micro is pushing the envelope in 2012 and bringing to market targeted and customizable vendor marketing campaigns and programs that, in many cases, leverage the power of our Business Intelligence Center and the Ingram Micro Communities to take business to the next level and redefine what partner enablement means," says Wilcox. "We are bucking the status quo and showing our vendor partners what it's going to take to earn more business from channel partners in 2012 with effective marketing programs that drive results. Working together, Ingram Micro and its channel partners will move the business forward, achieve great results and never settle for doing business as usual."

New Programs Leverage BI and the Power of Partner Enablement
Among the initiatives and new programs announced at Ingram Micro's 2012 Marketing Symposium were IM-LINC and IM-Compass. Available in 2012, IM-LINC is the recently branded service around Ingram Micro's unrivaled Business Intelligence Center (BIC) targeting methodology which is used as a foundation for all Ingram Micro marketing campaigns. The proven engagement model uses a proprietary customer segmentation methodology built by the BIC to help vendors identify, analyze and segment customer audiences more effectively so they can customize marketing programs and messaging.

Diving deeper into partner enablement, IM-Compass is a new, self-paced, online program that trains partners in a given technology and then tracks and rewards partners through a series of activities including training modules, face-to-face events, and online tutorials. Additional programs and announcements around Ingram Micro's marketing campaigns and communities were also made during the event.

Annual Smart Partner Awards Recognize Distributor's Top-Performing Vendors
During the 2012 Marketing Symposium, Ingram Micro announced its annual Smart Partner award recipients. The 18 manufacturers were recognized for successfully teaming with Ingram Micro to enable channel partners to grow their businesses and maximize IT sales and services potential.

The 2011 award winners include:

Channel Community
HP

Cloud Services
Vaultlogix

Components
Kingston Technology

Compute Infrastructure
IBM

Data Capture / POS
Motorola

Data Center
Citrix Systems

Document Imaging
Brother

Marketing Advantage
Intermec

Mobility
Sprint

MVP
Cisco

Networking
Juniper Networks

Peripherals
NEC

Physical Security
Kensington

Pro AV/Digital Signage
InFocus

Security

SonicWALL

Solution Center Recognition
APC by Schneider Electric

Storage
EMC

Systems
Lenovo

"Ingram Micro applauds our 2011 Smart Partner award winners for their outstanding IT channel performance and commitment to partnership," says Paul Bay, executive vice president, Ingram Micro North America. "This year's award winners set a new bar when it comes to partnering smart with Ingram Micro and really went above and beyond to enable the success of our channel partners and drive more business value."

For more information on Ingram Micro visit www.ingrammicro.com.

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