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Ingram Micro Enables U.S. Channel Partners' Growth Initiatives With Increases in Credit Limits

Distributor Increases Credit Lines for Hundreds of High-Potential, SMB and CE-Focused Solution Providers and MSPs

SANTA ANA, CA -- (Marketwire) -- 08/28/12 -- Leveraging the expertise of its credit analysts and propensity studies developed by its Business Intelligence Center (BIC), Ingram Micro Inc. (NYSE: IM) today announced it's helping its U.S.-based channel partners drive growth in the SMB and consumer electronics markets by increasing the credit lines of more than 680 pre-qualified U.S.-based solution providers and managed service providers (MSPs).

Collectively the increases account for more than $8 million in available credit and were awarded to a select group of more than 500 pre-qualified channel partners who primarily sell to small and mid-size businesses (SMBs), as well as 175 high-potential channel partners focused on the consumer electronics (CE) space. The chosen partners were identified through a collaborative and thorough vetting process conducted by Ingram Micro's credit analysts, BIC team and sales.

"Gaining access to working capital is a challenge for many channel partners -- especially those who are focused on meeting the business technology needs of today's growing SMBs," says Jamie Ferullo, director of sales, SMB, Ingram Micro U.S. "By identifying high-potential partners and extending them greater credit limits, we're helping to remove one of the biggest barriers to earning new and incremental business, and further enabling their success."

Within the first few weeks of receiving increases to their credit lines, hundreds of Ingram Micro channel partners have experienced increases in revenue growth and expansion in their sales pipelines.

"We had a very large project that needed to be financed and rolled out within a short period of time," says leading system integrator Brian Hogan, president of New England Systems and Software. "The willingness of Ingram Micro and its credit team to work with us helped immensely, and the increased credit line and short approval time allowed us to meet our schedule and come in on budget."

Craig Raubenheimer, owner of Boston-based MSP Roan Solutions Inc., also reports immediate gains from the recent Ingram Micro credit limits, and calls Ingram Micro a strategic business partner who understands the needs of his business, and knows what it takes to help his business grow. "By automatically increasing our credit lines, Ingram Micro has opened the door to new sales opportunities that are having a direct and positive impact on our business revenues, and certainly positions us to better meet the financial needs of

our customers moving forward," says Raubenheimer.

In addition to increasing the credit lines for hundreds of SMB and CE-focused partners, Ingram Micro continues to invest in its team of credit analysts. All Ingram Micro channel partners in the U.S. have a dedicated Ingram Micro credit analyst to support their business. Ingram Micro Credit Analysts understand the industry landscape and have a proven track record for consulting with channel partners to identify the best financing options and secure additional credit as needed.

"Growing a business is no easy task," says David Maffucci, president and director of technology for Visionary Computer, an Apple Specialist and Premium Service Provider located in Connecticut who has nearly doubled its sales in the last 12 months. "We needed to identify flexible financing options and get a dramatic increase in our available credit, fast. Thanks to the ongoing support from Ingram Micro and the recent increase to our credit line, we now have the purchasing power and resources a small business like ours needs to prosper and succeed."

Channel partners who are interested in speaking to an Ingram Micro credit analyst and want to learn more about the financing options available to them should contact their Ingram Micro sales representative, dedicated credit analyst or the Ingram Micro credit department at (716) 616-4000.

More information about Ingram Micro is available at www.ingrammicro.com and http://ingrammicroinc.wordpress.com.

To learn, see and hear more about Ingram Micro online, follow the distributor on Facebook at www.facebook.com/IngramMicro; Twitter at www.twitter.com/IngramMicroInc; and YouTube at http://www.youtube.com/user/ingrammicroinc.

About Ingram Micro Inc.
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, technical and financial support, managed and cloud-based services, and product aggregation and distribution. The company is the only global broad-based IT distributor, serving more than 145 countries on six continents with the world's most comprehensive portfolio of IT products and services. Visit www.ingrammicro.com.

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