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Ingram Micro Adds New SMB-Focused, Business-Building Resources to Successful Cisco Glacier Program

Leading IT Distributor Trains and Recruits More Than 1,100 Cisco Channel Partners; Announces New Tools, Training and Resources to Help Partners Sell to Small and Medium Businesses (SMBs)

SANTA ANA, Calif., March 15 /PRNewswire/ -- Ingram Micro Inc. (NYSE: IM), today announced several new SMB-focused program enhancements to Glacier, the distributor's successful Cisco channel partner enablement program. The new resources, which include business development and sales tools, technical support, marketing, recruiting and training programs, were added to accelerate Cisco channel partner capabilities, particularly for those successfully selling into small and medium sized customers, says Ken Bast, vice president, vendor management, Ingram Micro U.S.

"Since its inception Glacier has helped more than 1,100 channel partners expand their Cisco expertise, differentiate themselves, and gain a competitive edge," continues Bast. "This new lineup of SMB-focused program resources and support has increased Glacier's overall appeal. By adding more solutions support and sales expertise, Glacier will help partners successfully sell, deploy and support Cisco networking, security and unified communications solutions into the small businesses market."

The new Glacier program enhancements are designed to educate SMB-focused channel partners on how to sell, support and market Cisco technology solutions. As part of the program, Ingram Micro has introduced several business-building tools and resources that will help solution providers drive demand, expand their technology expertise, and increase services revenue. These include:

* Business Development Consulting - A dedicated team of Ingram Micro Marketing Development Managers and Account Executives who work one-on-one with channel partners to develop a solid demand generation strategy and written plan to increase sales and enhance profitability.

* Specialized Cisco Training - In addition to regional Webinars and hands-on demos at Ingram Micro Solution Centers, solution providers can enhance their expertise and earn certifications through Ingram Micro on select Cisco products and solutions targeted specifically at the SMB market.

* Cisco Services Program - Solution providers can leverage Ingram Micro to navigate Cisco's Service Contract Center, as well as receive valuable training on Ingram Micro's Reseller Services Portal and other Cisco Services offerings that will help partners develop a services practice and establish a recurring annuity stream.

"Ingram Micro's Glacier program opened our eyes to all the different market opportunities and support available as a Cisco channel partner," says Sojin Lim, executive vice president and owner of Computopia, a technology solution provider in Warwick, RI. "Today, whether it's SMB or enterprise, we lead with Cisco and take comfort in knowing Ingram Micro's Glacier program offers us experts and resources to help us each step of the way."

Since its debut in 2004, Ingram Micro's Glacier partner program has recruited more than 1,100 solution providers for Cisco. Overall, the program has grown 20 percent year-over-year and is credited with helping solution providers gain access to the Cisco tools, resources and support they need to drive demand and grow their business.

"To be successful in the SMB market, IT manufacturers need channel partners who are prepared and motivated to recommend and sell their products," concludes Bast. "That is why we continue to work with Cisco to build more value into our Glacier partner program and bring to market the right tools, resources and support Cisco channel partners need to succeed in both the enterprise and SMB."

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 140 countries and is the only broadline global IT distributor with operations in Asia. Visit www.ingrammicro.com.

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