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Ingram Micro's New End-User Financing Program Maximizes Credit Resources and Leasing Sales Support for Channel Partners

Distribution powerhouse teams with high-profile leasing company to help channel partners manage, finance and close a greater percentage of end-user leasing deals

SANTA ANA, Calif., Oct. 7 /PRNewswire/ -- Enabling channel partners to increase both sales revenues and profitability, *Ingram Micro, Inc.* (NYSE: IM) today announced it has teamed with *VAR Resources* to deliver a new end-user leasing program designed exclusively for the IT channel. Established in 1988, VAR Resources specializes in helping both emerging and established value-added resellers (VARs), as well as large IT resellers including CDW and PC Mall, drive increased sales and customer loyalty by identifying, managing and closing end-user leasing opportunities.

Available now, Ingram Micro Leasing powered by VAR Resources is being offered to Ingram Micro channel partners in the U.S. The new program will provide channel partners with competitive, easy-to-use end-user leasing offerings, along with direct access to dedicated pre- and post-sales specialists staffed by a team of VAR Resources leasing experts. As an extension of the reseller sales teams, this offers channel partners unparalleled flexibility and funding for a variety of IT solutions including one hundred percent software, service contracts, implementation costs and phased installations.

Ingram Micro North America's President Keith Bradley calls the distributor's new end-user leasing program an unstoppable catalyst that will help take IT leasing mainstream.

"Leasing is a lucrative, yet widely untapped financing alternative in the IT channel," says Bradley. "The challenge is many channel partners have a hard time finding the right leasing partner and don't have the expertise in house to manage the leasing transaction or sell its value to the client base. By teaming with VAR Resources, Ingram Micro Leasing is addressing these challenges head on - providing channel partners all they need to identify the opportunity, capture more sales and add more value to their end-user clients."

"VAR Resources has shown us how to leverage leasing to the fullest extent and their sales execution strategies are second to none," says Gavin Adams, President of Viyu Networks, a reseller specializing in virtualization. "Their program has without a doubt given us a competitive advantage, as well as improved service for our customers. We also receive fast approvals and they are very quick to pay - usually within 24 hours [of delivery]. Leasing through VAR Resources makes it easier for my customer to buy my equipment and easier for me to get my money quickly. I simply call VAR Resources and they handle all the

financial consulting with my customer and take care of every detail."

"This program is all about enablement and value," says Gary Sutton, VAR Resources President & CEO. "With leasing, channel partners are able to help their clients better manage cash flow, predict IT spend and acquire and refresh the technology they need without having to make a large upfront capital investment. It's just a smarter way of doing business - especially with IT budgets being so heavily scrutinized and technology advancing so quickly."

For more information about Ingram Micro Leasing powered by VAR Resources please call (866) 367-9250 or email *leasing@ingrammicroleasing.com*.

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 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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