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Ingram Micro Announces New Cloud Conduit Initiative to Accelerate Adoption of Cloud Computing

Forges New Relationships with Amazon Web Services, Rackspace Hosting and salesforce.com

DALLAS, June 7 /PRNewswire/ -- **INGRAM MICRO CLOUD SUMMIT** – As part of its inaugural Cloud Summit, Ingram Micro Inc. (NYSE: IM) today announced the Cloud Conduit – a new services initiative that connects Ingram Micro's North America channel partners with leading and emerging cloud computing vendors including ISVs, cloud hosting companies and system integrators. The distributor is also pleased to announce three emerging relationships with cloud innovators Amazon Web Services (AWS) LLC, Rackspace Hosting and salesforce.com.

Launching today, the new Cloud Conduit program provides Ingram Micro's channel partners with a comprehensive portfolio of cloud-specific enablement resources and service offerings including Infrastructure-as-a-Service (IaaS), educational tools and resources such as face-to-face engagements, business development resources, sales training and webinars. This new program, in combination with Ingram Micro's Seismic managed services, cloud and software-as-a-service offerings, reinforces the distributor's position as a thought leader and strategic partner in the cloud computing market place.

"The blending of the managed IT services model and cloud computing is an evolutionary step in the advancement of IT services," says Jason Beal, director, service sales, Ingram Micro North America. "Cloud computing introduces a new playing field for solution providers and managed service providers. With the advent of cloud computing comes tremendous opportunity for our channel partners to add high value managed solutions and services from the cloud into their services portfolio and ultimately earn more business. Ingram Micro introduced the Cloud Conduit to help our channel partners take advantage of and maximize the business opportunities the cloud brings to the table."

As part of the Cloud Conduit initiative, Ingram Micro is pursuing three distinct relationships with Amazon Web Services, Rackspace Hosting and salesforce.com. Amazon Web Services is working closely with Ingram Micro to bring the benefits of the AWS platform to Ingram Micro's many channel partners.

"Amazon Web Services is pleased that Ingram Micro will be utilizing AWS' on-demand, pay as you go, cloud computing services to help a new community of customers and solution providers," says Terry Wise, director of partner relations for Amazon Web Services. "Customers and solution providers will be able to innovate and accelerate the delivery of new applications all while cutting costs."

Under the developing alliance with salesforce.com, the enterprise cloud computing company, Ingram Micro will provide channel development, marketing, and channel sales services to salesforce.com's community of AppExchange ISVs and help bring these world-class applications to market through the Cloud Conduit program.

In addition, Ingram Micro will offer Rackspace's managed and cloud hosting solutions as part of its Seismic managed services portfolio to the distributor's more than 1,600 Seismic partners throughout North America, as well as its general solution provider base.

Ingram Micro Announces Cloud Conduit Advisory Council

To further accelerate industry adoption and build a greater understanding around cloud computing, Ingram Micro is spearheading a new industry leadership group called the Cloud Conduit Advisory Council. Founding participants include Amazon Web Services, CA, Citrix Systems, McAfee, Microsoft, Rackspace Hosting and salesforce.com.

"We created the Cloud Conduit Advisory Council to establish a common ground for the IT industry's cloud innovators to share their vision, seek new alliances and drive greater visibility into the opportunity, challenges and benefits that cloud computing brings to the IT channel at large," says Justin Crotty, vice president, services, Ingram Micro North America. "Together we will further enable our channel partners to clearly articulate and demonstrate the benefits of cloud computing to their customers."

For more information on Ingram Micro Seismic and the new Cloud Conduit initiative, please visit ingrammicro.com/seismic.

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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 approximately 150 countries and is the only global broad-based IT distributor with operations in Asia. Visit www.ingrammicro.com.

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