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Ingram Micro Simplifies Success for GovEd Channel Partners

Distributor Hosts Annual GovEd Alliance Invitational, Welcomes Public Sector Solution Providers to Chicago for Annual Partner Event

SANTA ANA, CA -- (MARKET WIRE) -- 04/15/11 -- Generating greater business value for its channel partners focused on public sector, Ingram Micro Inc. (NYSE: IM) hosted its 2011 GovEd Alliance Invitational this week in Chicago. During the event, the distributor provided valuable insight on market dynamics, unveiled new business resources for channel partners and named channel partner Jim Connal of Red River Computer Company president of the GovEd Alliance Advisory Council.

Themed "Success Simplified," the 2011 GovEd Alliance Invitational, which took place April 13 - 15, is an exclusive education, training and networking event for Ingram Micro U.S. channel partners specializing in the public sector. Focused on partner enablement, sales excellence and business growth, the GovEd Alliance makes it easier for channel partners to identify and seize business opportunities, increase profitability and compete more effectively in the federal, state, local and K-12 market segments.

"The expertise, specialization and business leadership found within the Ingram Micro GovEd Alliance places this community in a league all its own," says event co-host and vice president of Ingram Micro's public sector sales Joe McCrone.

"To succeed in the public sector channel partners must have a clear understanding of the market's dynamics, business challenges and technology requirements," says McCrone. "One of our top priorities within GovEd Alliance is to simplify success for our channel partners by enabling them with real business advantages that are mutually beneficial to them and their end-user customers."

During Ingram Micro's GovEd Alliance Invitational, IT solution providers gained strategic market insight on business and technology trends from Ingram Micro's executive team, as well as industry leading manufacturers and influencers including A2B Tracking, the Center for Digital Education, EPEAT, Inc., INPUT, Cisco, Citrix Systems, Fujitsu, HP, Lenovo, McAfee, Motorola Solutions Inc., Promedia Technology Services, Smart Grid, Service Leadership, Technology for Education, University of Chicago Bookstore and the JDS Marketing Group.

Targeted breakout sessions, presentations and member-led roundtables and panels focused on business best practices, industry regulations and legislation, cloud computing, sales and services methodologies, market trending and technologies were also held throughout the event. In addition, attendees took part in the 2011 charity event sponsored by Cisco and benefiting the local Boys & Girls Club, as well as Chicago Public Schools.

"This community is on the pulse of the public sector and represents many of the IT industry's most strategic, high-performance channel partners and technology vendors," says Huy Nguyen, event co-host and director, channel programs, Ingram Micro North America.

"Through perseverance and steady execution GovEd Alliance has become the industry's leading public sector, IT channel community and earned a reputation for driving positive change throughout the public sector by influencing the way education, federal, local and state market places are using new and emerging technology solutions to build greater efficiency, resolve business problems and provide better service to the people," concludes Nguyen.

New Leadership and New Resources
Building on its momentum in 2010, the GovEd Alliance community announced Jim Connal, vice president of contracts and compliance at Red River Computer Company, as the new GovEd Alliance Advisory Council President. In this role, Connal will work in tandem with Ingram Micro and other members of the GovEd Alliance Council to ensure the community continues to thrive and lead the marketplace.

In addition to an awards ceremony honoring many of Ingram Micro's top-performing public sector partners, Ingram Micro GovEd Alliance also spotlighted a number of new and high value resources available to the membership including Unique Identification (UID) Tagging, expanded field sales support and an integrated opportunity management tool from Bidspeed that helps channel partners identify and track government leads and simplifies the quoting process.

For more information on the Ingram Micro GovEd Alliance, solution providers and manufacturers should contact their Ingram Micro sales or marketing representative and visit www.im-gea.com. The 2011 GovEd Invitational Twitter hash tag is #GEA2011.

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

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