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Ingram Micro Puts Resellers on Fast Track to Sales Success With New iQuote Tool for HP Solutions

Leading IT Distributor Delivers Streamlined Sales Processes to Resellers

LAS VEGAS, NV -- (MARKET WIRE) -- 02/14/12 -- *HP GLOBAL PARTNER CONFERENCE* -- Empowering resellers with greater sales efficiency, Ingram Micro Inc. (NYSE: IM) today announced the availability of the HP iQuote tool via the Ingram Micro HP Store at www.ingrammicro.com/hp.

Supported by Ingram Micro's Advanced Computing Division, HP iQuote is an easy-to-use, web-based configuration system designed to help mutual Ingram Micro and HP channel partners in the U.S. become more self sufficient in their pre-sales efforts for HP systems, storage and printer products. The tool provides solution providers with intuitive, step-by-step guidelines for selecting the right products for their customers' IT needs, as well as identifying add-on products and configuration options.

Through HP iQuote, Ingram Micro reseller partners can streamline sales cycles and provide more accurate sales data to their customers, says Scott Zahl, vice president and general manager, Advanced Computing Division, Ingram Micro U.S.

"This is a powerful value-added tool that will allow our partners -- across a broad section of markets including public sector, retail and small-to-midsize business -- to sell HP solutions with greater ease, efficiency and success," says Zahl. "With HP iQuote, our resellers will be able to expedite time-to-close ratios, reduce sales costs and have more time to build stronger relationships with their customers and prospects."

With thousands of products and solutions in the HP portfolio, Ingram Micro's HP iQuote tool will help our channel partners quickly pinpoint the best products and accessories for customers without having to pick up the phone.

"Phone calls with pre-sales, exchanging emails, or searching to confirm a part number, takes up valuable time that could be better spent with the customer," said Chuck Smith, vice president, Blades and Cloud, Industry Standard Servers, HP. "The HP iQuote tool makes it easier for our reseller partners to build and sell solutions while increasing revenue and profits."

A pre-recorded webinar demonstrating the value and use of Ingram Micro's HP iQuote tool is available at www.ingrammicro.com/hp.

For more information IT resellers may contact their HP ESSN sales representative or Ingram

Micro's dedicated HP Technical Support team. Channel partners interested in learning more about Ingram Micro's HP offerings should contact their Ingram Micro sales representative.

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

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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 150 countries on six continents with the world's most comprehensive portfolio of IT products and services. Visit www.ingrammicro.com.

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