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Ingram Micro Accelerates Expansion in Asia Pacific With New Cloud Marketplace in Hong Kong

Automated Cloud Services Platform Delivers Instant Access to Microsoft Office 365

HONG KONG, CHINA -- (Marketwired) -- 11/03/15 -- As the growth of cloud computing continues to accelerate across the region, Ingram Micro Inc. (NYSE: IM) today announced the availability of its Cloud Marketplace in Hong Kong. The Cloud Marketplace has now been successfully deployed in four countries in the Asia Pacific region and 15 countries worldwide, demonstrating continued momentum and rapid global expansion.

Initially featuring Microsoft Office 365 through the Microsoft Cloud Solution Provider (CSP) program, as well as a suite of migration tools and customer support services, the Cloud Marketplace empowers channel partners to quickly grow their cloud business by bundling their own cloud services and consolidating invoicing. In addition, channel partners can seamlessly convert Microsoft Office 365 Advisor and Microsoft Open subscriptions to the CSP program, in a fully automated fashion on the Cloud Marketplace. The new service plan accelerates the transition and adoption of Microsoft CSP and allows channel partners to maintain complete ownership rights of their customers while recognizing higher renewal margins.

"Hong Kong is a natural extension for us as we continue to build a robust channel ecosystem in Asia-Pacific," said Richard Duggan, executive director, Ingram Micro Cloud APAC. "The availability of the Cloud Marketplace demonstrates our dedication to the region and reaffirms our commitment to helping channel partners simplify success in the cloud."

The Ingram Micro Cloud Marketplace is an ecosystem of buyers, sellers and solutions that allows channel partners to transform and grow their business by offering instant access to a wide range of innovative cloud solutions from a single online console. Through its automated platform, the Cloud Marketplace delivers streamlined customer management of the complete cloud subscription lifecycle. View a live demonstration of the Cloud Marketplace here.

According to IDC, demand for cloud services in Hong Kong is growing at a rapid pace. Public cloud services are currently valued in 2015 at US$142M, and are expected to grow to US$288M by 2018, with a compound annual growth rate (CAGR) of 26.7%.*

"With cloud computing emerging as a mainstream trend in Hong Kong's IT market, more and more of the region's SMBs are progressively shifting toward cloud strategies to achieve new levels of success," said Darren Bibby, program vice president, Worldwide Channels and Alliances Research at IDC. "The Cloud Marketplace's automated platform provides a seamless way for businesses to provision and manage cloud solutions, allowing them to

quickly increase productivity and profitability."

In addition to the Cloud Marketplace, Ingram Micro offers a suite of cloud services and programs designed to further drive channel partner success:

- ***Cloud Ignite Services™:*** Ingram Micro realizes technology does not solve problems on its own, customer support is also key. Cloud Ignite Services assist channel partners with the data migration and on-boarding needs of their customers, as well as providing free customer service for all cloud solutions purchased on the Cloud Marketplace.

- ***Ingram Micro Service Desk:*** Leveraging Ingram Micro's proven customer service capabilities, the Ingram Micro Service Desk is a fee-based, quality-driven service which channel partners can resell to their customers and bundle with other offerings. The Ingram Micro Service Desk offers a 24/7 multilingual team that provides level 1 technical support for front office, desktop and all IT-related issues via phone, chat and email.

- ***Ingram Micro Cloud Elevate:*** Ingram Micro's premier channel program, Cloud Elevate, rewards success in the cloud for top channel partners who drive more customers and greater cloud consumption to the Ingram Micro Cloud Marketplace. Free to enroll, the program delivers valuable business transformation tools including assigned presales and post-sales support, premium technical assistance, market development funds, discounts on vendor certifications and Ingram Micro sponsored events, and more. Visit http://elevate.ingrammicrocloud.hk/ for more information.

"Ingram Micro helps StratusRed fully leverage the benefits of CSP while making our transformation to the cloud efficient and profitable," said James Dwyer, CEO of Stratus Red Limited. "The Cloud Marketplace provides a seamless end-to-end deployment of Office 365, allowing us to maintain complete control of the customer lifecycle while delivering enhanced value and greater revenue margins."

Channel partners can now leverage the Cloud Marketplace around the world including Australia, Belgium, Canada, France, Germany, Italy, Mexico, Netherlands, New Zealand, Singapore, Spain, Sweden, United Kingdom, United States and now, Hong Kong. To ensure successful business transactions across the globe, the Cloud Marketplace provides support for five languages including English, French, German, Italian, and Spanish and is functional with ten currencies including the Dollar (AUS, CAN, HK, NZ, SG, US), Euro, British Pound, Peso (MX), and Krona.

Learn how the Ingram Micro Cloud Marketplace can simplify your success in the cloud: https://hk.cloud.im/.

**IDC, Asia/Pacific (Excluding Japan) Public IT Cloud Services 2014-2018 Forecast, Doc # AP250883, Apr 2015*

About Ingram Micro Cloud
Ingram Micro is a master cloud service provider (mCSP), offering channel partners and professionals access to a global marketplace, expertise, solutions and enablement programs that empower organizations to configure, provision and manage cloud technologies with

confidence and ease. For more information on Ingram Micro Cloud, please visit www.ingrammicrocloud.com.

About Ingram Micro Inc.
Ingram Micro helps businesses *Realize the Promise of Technology*™. It delivers a full spectrum of global technology and supply chain services to businesses around the world. Deep expertise in technology solutions, mobility, cloud, and supply chain solutions enables its business partners to operate efficiently and successfully in the markets they serve. Unrivaled agility, deep market insights and the trust and dependability that come from decades of proven relationships, set Ingram Micro apart and ahead. More at www.ingrammicro.com

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