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Ingram Micro Announces the Formation of CloudBlue, a New Cloud Platform Division

Managing more than 27 Million Enterprise Cloud Subscriptions Globally, CloudBlue Breaks Ground as the Industry's Leading Cloud Commerce and XaaS Platform #IMCS18

IRVINE, Calif.--(BUSINESS WIRE)-- Ingram Micro Inc. today announced the launch of a new, independent software division, CloudBlue, the result of significant, early and ongoing investments made by Ingram Micro to differentiate its global cloud business and help service providers of all kinds build, scale and monetize cloud and digital services. Operating separately from Ingram Micro Cloud, which remains dedicated to supporting the industry's leading Cloud Marketplace and helping channel partners distribute third-party cloud solutions, CloudBlue is focused exclusively on selling the industry-leading CloudBlue commerce platform and services directly to service providers, including MSPs, telecommunications companies, large VARs and other distributors.

The CloudBlue commerce platform enables service providers of any size and a wide variety of business models to automate, aggregate and monetize their own cloud and digital services as well as those from third-parties. CloudBlue also enables ISVs to take their offerings to market almost instantly across the entire multi-service provider ecosystem with the company's industry-leading cloud commerce and anything-as-a-service (XaaS) platform.

In a significant endorsement of the CloudBlue platform, Ingram Micro today also announced it has entered into a one-of-a-kind strategic alliance with Microsoft whereby Microsoft and Ingram Micro will co-sell the CloudBlue commerce platform to new service providers joining Microsoft's Cloud Solution Provider (CSP) program, and the CloudBlue platform will operate on Microsoft Azure.

CloudBlue Enables Modern Digital Services Delivery

Unveiled at Ingram Micro's 9th annual Cloud Summit, CloudBlue combines the near decade of investment and expertise with the intellectual property and software assets from six different Ingram Micro acquisitions including Odin Automation Platform and Ensim Automation Suite. With hundreds of professionals from engineering, product management, operations, marketing and sales, CloudBlue today manages more than 27 million enterprise cloud subscriptions globally and is primed to experience a record year of innovation and growth.

"Creating a dedicated and independent CloudBlue division enables us to accelerate our focus on helping service providers succeed in the as-a-service, cloud-first economy," said Nimesh Davé, Executive Vice President Global Cloud, Ingram Micro. "More and more businesses are experiencing a breaking point in the digital modernization of their organizations and need a flexible and secure platform to sell and scale their cloud offerings while delivering an exceptional service experience."

CloudBlue's software is the leading cloud commerce and XaaS platform in the industry, powering not only the Ingram Micro Cloud Marketplace, but also the cloud operations for 200 of the world's foremost service providers, including, for example, Sprint, Centurylink, Cogeco, Telefonica, O2, Telenor, Telekom Austria, AmericaMovil, Cobweb, GTI, Copaco, PCM and Telstra.

At the core of the CloudBlue ecosystem, is its proprietary API technology, APS, which customers can use to immediately connect to CloudBlue's vast network of vendor solutions, enabling them to offer these vendor solutions in conjunction with their own core services quickly and easily. CloudBlue provides a single entry point to an ecosystem of the world's most innovative ISVs, including more than 200 pre-integrated solutions from Microsoft, Dropbox, DocuSign, IBM, Cisco, Symantec and many more.

Richard Dufty, Senior Vice President of CloudBlue, will lead the sales, support and service for the new CloudBlue division. "The launch of CloudBlue is instrumental to the ongoing success of our customers and partners and clearly positions us as a business platform leader and technology innovator in our industry," said Dufty. "CloudBlue stands alone in its proven ability to deliver scalable and secure technology, access to an infinite ecosystem of providers, and go-to-market and enablement services. By providing these resources and capabilities to our customers, we are removing the barriers to entry and growing pains organizations have historically faced when launching, scaling, and managing cloud businesses and services."

Customers, Partners Highlight Demand for CloudBlue's Worldwide Reach, Ecosystem

"Cobweb believes cloud services and solutions can truly liberate organizations and help them achieve their business goals by removing IT restrictions and scaling with businesses as they grow," said Michael Frisby, Managing Director, Cobweb. "CloudBlue provides a platform that enables Cobweb to efficiently deliver services to 1,000's of customers along with a thriving network of solutions and providers to ensure a positive, fruitful partnership for all involved."

"Through our pan-African fibre network of over 50,000km, strategically located data centres and delivery of leading global cloud services, Liquid Telecom is building Africa's digital future. This closely aligns with the mission of CloudBlue to connect a growing cloud ecosystem through one, agile platform," said Nic Rudnick, Group CEO, Liquid Telecom. "The leadership pedigree of Ingram Micro, as well as their network of existing Independent software vendor (ISV) partners make our partnership a perfect fit. With CloudBlue, the Liquid Telecom deployment was up and running the day we signed the contract."

About CloudBlue

CloudBlue is dedicated to helping service providers of all kinds build, scale and monetize cloud and digital services in the "as-a-service" economy. Many of the world's best known telecommunications companies, technology distributors, managed services providers and value-added resellers rely on CloudBlue's leading commerce platform to automate, aggregate and sell both their own cloud services, as well as those from third party ISVs. CloudBlue powers more than 200 of the world's largest service provider cloud marketplaces, which collectively represent more than 27 million enterprise cloud subscriptions and over $1B in annual subscription revenue. CloudBlue provides its customers access to an

ecosystem that includes more than 200 ISV solutions and more than 80,000 resellers around the world. CloudBlue is an independent software division of Ingram Micro.

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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