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Ingram Micro and Arcserve Forge Exclusive Alliance to Accelerate Growth and Partner Success

New Go-to-Market Agreement Names Ingram Micro as Arcserve's Strategic North American Business Partner

SANTA ANA, CA -- (Marketwired) -- 04/02/15 -- [Ingram Micro Inc.](#) (NYSE: IM) today announced it has earned the exclusive rights to market, sell and support the entire portfolio of [Arcserve](#) data protection and recovery solutions, including the new Arcserve Unified Data Protection (UDP) and Arcserve UDP 7000 Appliance, to channel partners throughout the U.S. and Canada. The new alliance marks a significant shift in Arcserve's distribution strategy and brings new focus and commitment to the strategic relationship between the two industry leaders.

"Arcserve and Ingram Micro have a well-documented history of success and a shared focus on enabling Arcserve partners to be the best at what they do," said Mike Crest, CEO, Arcserve. "Arcserve is a 100 percent channel model and this exclusive alliance with Ingram Micro's Advanced Solutions organization will improve our already winning portfolio, increase our speed of business and allow us to expand our reach throughout the North American IT channel. This focused investment and aggressive growth strategy in the region marks a turning point for Arcserve's business -- together with Ingram, we will bring greater business value and world class backing to our channel partners and customers across sales support and pre-sales engineering, marketing and technical enablement."

In addition to aligning with and supporting Arcserve's partner program, which includes pre- and post-sales support, deal registration, marketing development funds, demo equipment and sales and engineering accreditations, Ingram Micro will use its award-winning Business Intelligence Center to identify growth opportunities for Arcserve and its channel partners. Additional business resources available from Ingram Micro include:

- Valuable partner programs, sales and marketing resources proven to help generate adoption of Arcserve solutions and support channel partners in clearly articulating the business value of data protection and recovery solutions.
- Streamlined licensing and standardized product quoting, ordering and fulfillment through a dedicated Ingram Micro Arcserve Licensing Desk.
- Flexible financing options including credit, leasing and special pricing for Arcserve specific and multi-vendor solutions.
- Cross-trained, multi-vendor field-based technical engineers and market development experts to assist channel partners when it comes to marketing, selling and deploying Advanced Solutions that include Arcserve technologies.
- Access to Ingram Micro's best-in-class partner communities including VentureTech Network (VTN), SMB Alliance and Public Sector Elite, as well as market experts

specialized in the IT business needs of key verticals including finance, healthcare, legal, public sector and retail.

Michael Contento, VTN Chapter Co-President for Canada and CIO of My Blue Umbrella, sees tremendous opportunity and scale in the exclusive alliance. "Ingram Micro and Arcserve are channel favorites who take great pride in helping their partners be the best," said Contento. "This relationship will provide channel partners with the resources and support needed to build a better business and capitalize on the growing service opportunities around data protection and business recovery."

"Doing business with Ingram Micro exclusively builds a sustainable business advantage and allows channel partners to optimize their vendor relationship and obtain the market expertise needed to shorten the sales cycle and add more value," said Paul Bay, North American president, Ingram Micro Technology Solutions Group. "We are pleased to announce our exclusive relationship with Arcserve and serve as an indispensable partner within its new distribution strategy."

Arcserve will attend the Ingram Micro ONE event in May 2015. For more information or to become an Ingram Micro Arcserve partner, please contact Ingram Micro sales at (800) 456-8000 x41.

About Ingram Micro

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. Unrivalled agility, deep market insights and the trust and dependability that come from decades of proven relationships, set Ingram Micro apart and ahead. Discover how Ingram Micro can help you Realize the Promise of Technology. More at www.ingrammicro.com.

About Arcserve

Arcserve is a leading provider of data protection and recovery software that provides organizations with the assurance that they can recover their data and applications when needed. Founded in 1990, Arcserve provides a comprehensive solution for virtual and physical environments, on premise or in the cloud, backed by unsurpassed support and expertise. The new unified architecture, Arcserve Unified Data Protection (UDP), drives a full range of highly efficient and integrated data protection capabilities through a simple, web-based user console. Arcserve has an active customer base of 43,000 end users in more than 50 countries. The company partners with over 7,500 distributors, resellers and service providers around the world. Arcserve is headquartered in Minneapolis, Minnesota with offices around the world. Visit www.arcserve.com.

Media Contacts:

Ingram Micro

Marie Rourke

+1 (714) 292-2199

WhiteFox Marketing

[Email Contact](#)

Arcserve
Melissa Rossiter
+1 (408) 621-4976
Rossiter Communications
[Email Contact](#)

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