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Ingram Micro Accelerates AI Adoption Across the Global Channel with New Xvantage Integration Hub and MCP Server

Early Adopters of Xvantage Integration Hub and MCP Server reporting higher productivity and efficiency

IRVINE, Calif.--(BUSINESS WIRE)-- **Ingram Micro** today announced the growing adoption of its **Xvantage™ Integration (XI) Hub**, including its secure **Model Context Protocol (MCP) Server**, with hundreds of channel partners worldwide using the platform to connect AI assistants with their business systems, automate workflows and make faster, data-driven business decisions.

"We are removing one of the channel's longest-standing barriers to innovation, which is digitally connecting distribution, data, tools and customer workflows — and replacing it with a more intelligent, connected ecosystem experience that will span the globe," said **Sanjib Sahoo, executive vice president and president, Global Platform Group, Ingram Micro**.

Momentum continues to build as channel partners using Ingram Micro's XI Hub and MCP Server report increasing productivity and efficiency. By reducing integration friction across the tools and data channel partners use today to manage IT workflows, Ingram Micro's continued innovations are helping save time, gain speed and enable better customer service.

Additional benefits reported by Ingram Micro channel partners include:

- Real-time access to business data
- Secure, scalable deployment with a low barrier to entry
- Fast, plug-and-play integrations
- Accelerated connectivity through the full Xvantage API suite
- Simplified access to complex APIs through a conversational AI experience

Connecting AI to the Tools Channel Partners Already Use

Many channel partners continue to rely on disconnected business systems that require manual processes, custom development or fragmented integrations to access data and complete everyday tasks. The Ingram Micro XI Hub and MCP Server address these challenges by providing a secure integration layer that securely connects and intelligently integrates data, platforms and AI assistants in real time.

"The next era of business transformation isn't about connecting more systems—it's about connecting and actioning intelligence. With our XI Hub and MCP Server, we're giving partners a secure, real-time way to bring AI directly into the flow of business. That means less time integrating technology and more time creating value for customers. This is another step toward making Xvantage the intelligent operating layer for the global technology

ecosystem," said **Sahoo**.

To help partners accelerate adoption, Ingram Micro is offering an on-demand training session demonstrating how to build AI-powered solutions using the XI Hub and MCP Server.

Turn AI Integration into Business Results

For **Matrix Integration**, a member of Ingram Micro's Trust X Alliance, the XI Hub and MCP Server continues to deliver measurable operational business benefits. The MSP estimates the platform will save its team between 1,000 and 1,500 hours this year while accelerating innovation and automation across its business.

"Being able to easily connect to Ingram Micro and access our data via a secure MCP Server—without having to invest in and build it ourselves—is a huge strategic and operational advantage for our customers and us. The integration with AI assistants and LLMs is powerful—enabling us to see activity across clients, access data in real time, share intelligence and use AI to further innovate, automate, streamline and integrate our tools at a rapid pace and without any reservations. Just results," said **Keith Schuetter, President, Matrix Integration**.

Schuetter said the tighter integrations and expanded support for AI assistants, along with secure connections to preferred RMM and PSA platforms, are helping free his team to focus on higher-value work.

"We greatly appreciate Ingram Micro's forward thinking in creating the XI Hub and deploying the read, write MCP Server for us," said **Schuetter**. "Xvantage and the Integration Hub specifically have brought tremendous value to our team, and we're excited to benefit from the continued innovation coming from within Ingram Micro."

Another Trust X Alliance member described the experience in one word: "Easy," noting the value lies not only in the AI capabilities but also in how easily Ingram Micro has integrated them into existing business systems.

"Within a month of using the quoting integration tool, we've cut down the quoting process from hours and even sometimes days to essentially no lift," said **Ryan Evans, CEO and Systems Engineer at IT Design Consulting**. "With Ingram Micro's XI Hub and MCP Server it takes seconds for the quote to be generated where it used to take hours. We are using this time saving as a pitching tool to win new customers over our competitors."

"AI is making a real impact within Ingram Micro, especially around their ability to activate the data to help us make more informed business decisions and elevate the experience for everyone," said **Evans**.

"Ingram Micro is committed to meeting our customers wherever they are in the AI journey," said **Dham Pathervellai, CTO, Ingram Micro**. "Our XI Hub and MCP Server play a major role in the everyday success of our intelligent operating system, Xvantage, and enable our channel partners to progress more quickly with AI by linking AI assistants and LLMs to the tools and data customers already use. This way, they don't have to build and maintain connections. They can get intelligence and take action simply by asking in plain language."

For more information and to access the on-demand XI Hub and MCP Server training, visit

developer.ingrammicro.com/reseller/mcp-server.

About Ingram Micro

Ingram Micro is a leading technology company in the global information technology ecosystem. With the ability to reach nearly 90% of the global population, we play a vital role in the worldwide IT sales channel, bringing products and services from technology manufacturers and cloud providers to a highly diversified base of business-to-business technology experts. Through Ingram Micro Xvantage™, our AI-powered digital platform, we offer what we believe to be the industry's first comprehensive business-to-consumer-like experience, integrating hardware and cloud subscriptions, personalized recommendations, instant pricing, order tracking, and billing automation. We also provide various technology services, including financing, specialized marketing, lifecycle management, and technical pre- and post-sales professional support. Learn more at www.ingrammicro.com.

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