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Ingram Micro Canada Now Offering Avaya Installation Services

Avaya Connect Channel Partners to Capture More Services Business Using the Ingram Micro Services Network

MISSISSAUGA, ON -- (MARKET WIRE) -- 03/30/11 -- [Ingram Micro Canada](#), a subsidiary of Ingram Micro Inc. (NYSE: IM), is pleased to announce that [Avaya](#) installation services are now available to Avaya Connect channel partners in Canada through the [Ingram Micro Services Network](#) (IMSN).

By leveraging the proven expertise of the IMSN, new Avaya resellers can engage certified Avaya channel partners in a non-competitive environment to complement their team and meet the needs of their customers. Together, these partners deliver the professional services and technical support necessary to orchestrate and deploy Avaya solutions.

"Out of the gate, new Avaya Connect channel partners aren't always equipped to offer the installation services expertise required to deploy Avaya solutions," says Mark Snider, general manager, Ingram Micro Canada. "With the support of the IMSN, new partners can sell and support Avaya solutions day one. There's no waiting period. By joining the IMSN and partnering smart, our channel partners can instantly expand their geographic coverage and technical capabilities around advanced solutions such as Avaya. It's a tremendous value-added service that Canadian channel partners can only get from Ingram Micro."

Partnering with members of the IMSN enhances a channel partner's professional and technical services capabilities. It also takes away the risk and uncertainty channel partners face when bringing in a contractor to get the job done and enables them to go after bigger services deals and business they otherwise may not have pursued, says Snider.

Ingram Micro Canada became an Avaya value-added distributor (VAD) last year. As an Avaya Connect VAD, the Canadian distributor is authorized to market, sell and support the complete portfolio of Avaya Enterprise Communications Solutions -- including Avaya's unified communications, contact center, small-medium enterprise and data networking solutions -- to authorized Canadian resellers.

In addition to the new installation services, Ingram Micro Canada offers Avaya channel partners access to business development, demand generation and technical support resources, as well as set up, custom configuration, certification training and pre- and post-sales support.

"It's essential that Avaya and our channel partners be able to deliver world-class customer service through every link in the chain," says Renzo Dipasquale, director of channels, Avaya Canada. "As new Avaya Connect channel partners build their skills and credentials, we are confident that Ingram Micro will support them with the extended services and resources they

need to build a solid, customer-oriented business."

Avaya partners interested in offering their services as part of the IMSN, and Canadian-based channel partners interested in becoming an Avaya reseller, should contact their Ingram Micro sales representative or send an email to avaya@ingrammicro.ca. To use the IMSN to grow their business and expand their reach, channel partners must be an active Ingram Micro reseller and enroll in the IMSN.

For more information about Ingram Micro Canada visit www.ingrammicro.ca.

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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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