

# Ingram Micro Expands Subscription Services with New Managed Print Complete Service Bundle

## New "Managed Print Complete" Program Makes It Easier for Channel Partners to Bundle and Sell Printers, Toners and Extended Warranties as a Fixed Fee Monthly Service

IRVINE, CA -- (Marketwired) -- 11/09/16 -- To meet the growing demand for "as-a-service" offerings, [Ingram Micro Inc.](#) (NYSE: IM) today announced a new recurring revenue stream and subscription service bundle for SMB-focused channel partners in the U.S.

Available now, Ingram Micro's **Managed Print Complete** (MPC) program allows channel partners to offer top-line single or multi-function printers, toner and an extended warranty for a fixed monthly subscription. The as-a-service subscription offer sells as a flexible program whereby the customer can refresh and renew the service at any time, or purchase the printer at the end of the subscription term.

A recent survey fielded by Ingram Micro notes 65 percent of SMB channel partners polled are in favor of "print-as-a-service." The top three reasons why a subscription model is preferred are:

- Reduces time spent ordering supplies
- Provides fixed and predictable printing costs while establishing a recurring revenue stream
- Keeps the latest printer technology in play which helps reduce support costs

The survey also indicates "print-as-a-service" is more popular among those channel partners who service clients that print 3,000 to 8,000 pages a month. Ingram Micro estimates channel partners' margins for the new MPC to be in the double-digits.

"There is a growing demand from SMB-focused channel partners and their customers for subscription-based services," said Ryan Grant, senior director, Document Imaging, Ingram Micro. "We developed MPC to speed the sales cycle and combat the sales pressure MSPs and VARs are feeling from agents and copier dealers. MPC also encourages greater adoption of subscription-selling and technology lifecycle management, which lead to better service and support, and promote a healthier business model for channel partners."

"Technology is not a one and done sale, which is why subscription IT is fast-becoming a preferred consumption model for businesses of all sizes," said Kelly Carter, executive director, Ingram Micro. "Our new MPC program makes it easier for channel partners to introduce managed services and subscription services into their client base. In addition, they ignite a recurring revenue stream and encourage a longer-term relationship with multiple

touch points between the channel partner and their customer."

Ingram Micro's MPC program has attracted the attention of many print and toner manufacturers. Within the first 90-days of launch, channel partners can choose from a variety of single and multi-function print and consumables leaders including Brother, HP, Lexmark and Xerox.

For more information about Ingram Micro's new Managed Print Complete program, visit <http://us-new.ingrammicro.com/mps> or contact an Ingram Micro sales representative.

***About Ingram Micro***

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Source: Ingram Micro Inc.