

Ingram Micro Azure Accelerate Program Reports Impressive Growth

As Program Thrives, Resellers Realize Average Revenue Gains of 160 Percent YoY

IRVINE, Calif.--(BUSINESS WIRE)-- [Ingram Micro Cloud](#), a leading global provider of products and services designed to streamline and simplify cloud infrastructure building and management, is proud to announce the impressive growth and success of [Azure Accelerate](#) – a partner program delivering exclusive services, promotions and offerings to drive depth and scale in Azure consumption.

Microsoft Azure is a cloud computing platform, launched in 2010, for creating, deploying and managing applications and services through the worldwide network of its datacenters. It is the only hybrid cloud platform that allows users to migrate apps, data and infrastructure with cost-effective and flexible paths.

Ingram Micro's Azure Accelerate program supports thousands of channel partners across the globe by bringing business to the Azure cloud faster and more efficiently than any other service available. The program was created as a full-service resource to guide businesses through each stage of Azure implementation, with the goal of improving outcomes and providing special value-enhancing benefits. Services include:

- **Customer Demand Gen:** Helps customers generate and accelerate leads through integrated digital marketing.
- **Lifecycle Services:** Help partners enable opportunities, depending on their need, as well as the workload targeted and the partner's level of maturity.
- **Preferential Pricing:** Sets partners up to achieve accelerated savings and margins through exclusive promotions, volume discounts and discounted services.
- **Competency Build:** Provides certificate rebates to individuals keeping up with program requirements, certifications and technical updates.
- **Elite Partner Treatment:** Delivers dedicated resources needed to accelerate practice growth.

The program also allows partners to unlock access to deeper offers and promotions as their Azure practices with Ingram Micro grow.

By providing a reliable methodology, flexible and powerful tools and proven partner expertise, from 2018 to 2019, Azure Accelerate made exponential strides, including a 51 percent increase in total program members, 90 percent increase in end users and average resellers seeing 160 percent growth in revenue.

"Ingram Micro is dedicated to simplifying the complexity of the cloud – and our numbers are reflective of the fact that we are doing it well," said Rachel Kwon, Azure Program Manager at

Ingram Micro Cloud. “Whether they are new to Azure or experts, our partners know they can turn to us for a best-in-class hands-on support with everything from marketing campaign deployment, to assessing and identifying opportunities, to performing cost-benefit analyses and migrations. Partners benefit by driving larger workloads in reduced timeframes to accelerate revenue opportunities.”

To learn more, visit [Ingram Micro Azure Accelerate](#) today.

ABOUT INGRAM MICRO CLOUD: Since launching its first cloud services nearly a decade ago, Ingram Micro has become an essential partner to both current and aspiring cloud solution providers. Ingram Micro has more than 300 facilities around the world and more than 600 cloud-dedicated employees globally doing business in 170 countries on six continents. By leveraging its platforms and ecosystem, cloud service providers, telecom companies, resellers and enterprises can quickly transform and get up and running in the cloud within minutes with little to no investment. Its portfolio includes vetted security, communication and collaboration, business applications, cloud management services and infrastructure solutions designed to help clients monetize and manage the entire lifecycle of cloud and digital services, infrastructure and IoT subscriptions. For more information, please visit: www.IngramMicroCloud.com.

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MEDIA CONTACT: Leslie Licano, Beyond Fifteen Communications, Inc.
leslie@beyondfifteen.com | 949-733-8679 x 101

Source: Ingram Micro