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Ingram Micro Adds Three Cloud Delivery Platforms to Ecosystem of Cloud

Master Cloud Service Provider Unveils New Partner-Branded E-Commerce Stores and Referral Program to Ease and Accelerate Cloud Sales Success for Channel Partners

PHOENIX, AZ -- (Marketwired) -- 04/12/16 -- Expanding its Ecosystem of Cloud, Ingram Micro (NYSE: IM) today announced three new cloud services delivery platforms for channel partners, as well as several key enhancements to its global Cloud Marketplace.

Unveiled at the seventh annual [Ingram Micro Cloud Summit](#), the new cloud delivery platforms are making it easier for channel partners to establish and grow their cloud services business by removing barriers such as web development costs, sales and marketing resources, and in-depth expertise of cloud computing solutions and services. Offered in conjunction with the Ingram Micro Cloud Marketplace and as part of the Ingram Micro Ecosystem of Cloud, the new cloud delivery platforms are available now and include:

Ingram Micro Cloud Store: A partner-branded, hosted e-commerce store that directly connects to an IT service provider or MSP's existing website. Featuring cloud services available on the Ingram Micro Cloud Marketplace, the customizable e-storefront provides channel partners with the flexibility and control to easily monetize, market, and manage the sale of cloud services online with minimal investment and maximum return.

Odin Automation (OA) Essentials: A comprehensive, downloadable cloud services automation solution that empowers cloud providers to efficiently provision, manage, and sell both cloud and self-hosted services through a single platform. With OA Essentials, partners can easily market, sell, and bundle Microsoft Office 365 and other CSP (Cloud Solution Provider) services with their existing products, while maintaining full control of the on-premise e-commerce store from integration with existing provisioning systems to deploying custom domain and payment plugin options.

Ingram Micro Cloud Referral Program: A new program enabling channel partners to market and sell cloud services through customized banners and links featured on their website, and fulfilled through the Ingram Micro Cloud Marketplace. All resulting sales and complementary services are conducted by Ingram Micro under the partner's brand. In return, the channel partner receives a commission for the referral.

All three cloud delivery platforms are designed to help channel partners take advantage of the significant digital transformation opportunity by seamlessly acquiring new customers and growing their cloud business with confidence and ease.

"Ingram Micro is constantly finding new ways for us to effectively market to, sell to, and support our customers," said Jamison West, President of Arterian. "The demand for e-

commerce capabilities is at an all-time high. The availability of these new delivery platforms makes it easy to take use of Ingram Micro's Ecosystem of Cloud and the Cloud Marketplace to generate demand for cloud services, ensuring our business, as well as our customers', is cloud-ready."

Ingram Micro Cloud Marketplace Consolidates Invoices, Goes Vertical and Expands Portfolio

Further simplifying the cloud sales process, Ingram Micro has made significant improvements to the functionality and usability of the Cloud Marketplace, including a new consolidated invoice option. Channel partners can now combine all vendor solutions and services into a single monthly consolidated invoice, and provide their customers with an easier way to manage their subscription costs. Another partner-requested feature recently added to the Cloud Marketplace includes vertical-specific cloud services and solutions for Healthcare, Government, and Small Business. During Cloud Summit 2016, Ingram Micro also announced nine new vendor offerings available on the Cloud Marketplace for channel partners in the U.S.

"The Ingram Micro Cloud Marketplace is the cornerstone of our Ecosystem of Cloud and serves as a gateway to successfully selling cloud services for more than 30,000 partners in 18 countries," said Renee Bergeron, Vice President, Global Cloud, Ingram Micro. "Our early and ongoing investments in the Cloud Marketplace have accelerated the adoption of cloud services within the IT channel, and have made selling cloud a more profitable and sustainable business for our partner community. With nearly 1,300 in attendance, we are thrilled to call Ingram Micro Cloud Summit the industry's top cloud event."

The Ingram Micro Ecosystem of Cloud was developed to formalize how the channel works together to deliver innovative solutions, processes, and business value to the SMB and consumer market as a whole. As a foundational part of the ecosystem, the Ingram Micro Cloud Marketplace represents a growing online portfolio of buyers, sellers, and solutions that allows channel partners to transform and grow their business by offering instant access to a variety of leading cloud solutions from a single online console. Through its automated platform, the Cloud Marketplace delivers seamless customer management of the complete subscription lifecycle. [View a live demo of the Cloud Marketplace here.](#)

Keep up with Ingram Micro Cloud Summit 2016 on Twitter, @IngramCloud via the hashtag, #CS16.

About Ingram Micro Cloud

Ingram Micro is a master cloud service provider (mCSP), offering channel partners and professionals access to a global marketplace, expertise, solutions and enablement programs that empower organizations to configure, provision and manage cloud technologies with confidence and ease. For more information on Ingram Micro Cloud, please visit www.ingrammicrocloud.com.

About Ingram Micro Inc.

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.

Unrivaled agility, deep market insights and the trust and dependability that come from decades of proven relationships, set Ingram Micro apart and ahead. More at www.ingrammicro.com.

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