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Ingram Micro Hosts Inaugural SMB Alliance Invitational, Announces New Community Resources and Partner Advisory Council

More than 360 solution providers and vendors gather in Chicago to Partner Smart, share best practices and learn more about how to succeed in the SMB market

SANTA ANA, Calif., Aug. 25 /PRNewswire/ -- Ingram Micro Inc. (NYSE: IM) is pleased to announce its first SMB Alliance Invitational August 24-26, 2008 at the Palmer House Hilton Chicago.

Exclusive to members of Ingram Micro's SMB Alliance partner community, this three-day event brings solution providers, industry consultants, business experts and technology manufacturers together to network with one another and attend valuable workshops on strategies, tools and tactics for succeeding in the SMB market.

During the event, Ingram Micro will introduce a number of new community resources and benefits such as enhancements to the SMB Alliance Zone, the community's social networking site, as well as a growing line card of business consultants and industry experts, all of which offer exclusive member pricing and perks. In addition, the North American distributor will announce its 2008 SMB Alliance Partner Advisory Council, which includes ten of today's most influential SMB-focused solution providers across the U.S. and Canada.

"The SMB Alliance is an ideal community for solution providers and manufacturers who focus almost exclusively on selling to small and mid-size businesses and are eager to learn more about best practices, in-demand technologies and what it takes to grow their business profitably," says Jim Manley, vice president, VAR sales and the co-host of Ingram Micro's 2008 SMB Alliance Invitational.

"One of the primary goals for SMB Alliance is to replicate the industry leadership and successes we've captured with Ingram Micro's VentureTech Network, GovEd Alliance and System ArchiTECHs communities and enable our SMB-focused partners to maximize their growth by leveraging the power of partnership," continues Manley. "With more than 4,000 North American members and 40 manufacturer sponsors, the SMB Alliance is set to out perform competitive communities and bring tremendous business value to this select group of SMB solution providers."

Cisco, IBM and Several Top Solution Providers Speak at SMB Alliance Invitational

Starting Monday, Aug. 25, Ingram Micro welcomes to the stage Kerry McDonough, Small

Business Sales Director US, Cisco Systems for an executive keynote discussing how the company's SMB-focused product portfolio and partner programs can help solution providers drive business in this market. Next up is Ingram Micro's Vice President of Services Justin Crotty who is set to discuss how to effectively market and sell managed services in today's economy. Other guest speakers include:

-- Edward Hasicka, Director, Global Midmarket, IBM Software Group
-- Rita Markle, Chief Learning Officer, Performance Management Partners
-- Will Turner, president, Dancing Elephants
-- Kendra Lee, president, KLA Group
-- Ryan Morris, senior director, Channel Intelligence, Everything Channel, IPED

In addition, a number of VAR-led workshops and breakouts are slated to take place throughout the SMB Alliance Invitational including the following business-building topics:

-- Pricing, Selling and Merchandising Managed Services in the SMB Market
-- Take Advantage of the Growing End-user Demand for 24/7 Help Desk Service
-- Expanding Your Managed Services Business Within Existing Customers
-- Putting the Service in Managed Services

"What's great about SMB Alliance, and all Ingram Micro communities for that matter, is their focus on what matters most to the partner," says Kurt Sippel, President of Madison, Wisconsin-based Applied Tech Solutions and 2008 SMB Alliance Advisory Council member. "Whether you're a start-up or a legacy solution provider who's looking to evolve the business, Ingram Micro's partner communities have the resources and support to help you make the move and realize the full potential of your company. It really doesn't get any better than that."

For more information about SMB Alliance or how to join email smb@ingrammicro.com or contact Janice Savage at (800) 456-8000 ext. 67850.

About SMB Alliance

Ingram Micro's SMB Alliance community helps SMB-focused resellers enter new markets, and provides tools and knowledge to enter them more profitably. Our 4,000-plus members enjoy added attention from manufacturers and access to business-building resources, tools and training to help them run their businesses more effectively and efficiently. As a community, members have the ability to form partnerships, network with peers with similar business models, share best practices and tap into growth opportunities not available through other distributors.

About Ingram Micro

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 services, technical support, financial services, and product aggregation and distribution. The company serves 150 countries and is the only broad-based global IT distributor with operations in Asia. Visit http://www.ingrammicro.com.

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