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Ingram Micro Enables Channel Partners to Compete and Win Business Generated by Economic Stimulus Funding

Unrivaled lead generation and grants intelligence services help channel partners in theU.S. identify, secure and win new and incremental business brought forward by the American Recovery and Reinvestment Act

SANTA ANA, Calif., June 16 /PRNewswire/ -- Maximizing sales and service opportunities for channel partners, *Ingram Micro Inc.* (NYSE: IM) today announced its highly anticipated demand-generation services, which focus on funds, grants and business opportunities generated by the American Recovery and Reinvestment Act - more commonly referred to as the Economic Stimulus Bill.

Available next month, the new IMStimulus is a complete, value-added services offering that includes end-user needs assessment, grant availability and tracking, as well as grant writing and sales expertise to help IT solution providers and vendors succeed in competing for and securing stimulus funds.

"Ingram Micro is taking the funding and business opportunities presented to the IT industry by the Economic Stimulus Bill very seriously, and has dedicated a substantial amount of resources, expert personnel and dollars into the development of this new service to help ensure our partners are able to respond quickly to earn the business and drive more sales across the IT channel," says Keith Bradley, president, Ingram Micro North America.

Unique to the market, Ingram Micro's new IMStimulus moves beyond the general tracking and reporting of IT spending opportunities generated by the Economic Stimulus Bill and places its emphasis on enabling partners to secure federal stimulus dollars and win more business. The new services also assists channel partners with understanding and navigating the sales and service complexities many face when targeting key, opportunity-rich vertical markets such as public safety, education and government.

In addition, IMStimulus tackles two of the IT channel's biggest pain points out of the gate by introducing a comprehensive *lead generation program,* which uses Ingram Micro's business intelligence tools to match solution providers' end-user customers with available stimulus dollars, as well as *grant services* that by design provide channel partners with a strategic business advantage and help speed the sales cycle.

As part of the new services, Ingram Micro is also providing partners with*specialized sales and technical support resources* that will focus primarily on coaching solution providers' sales teams and customers on how to capture stimulus funding. Partners will also receive priority access to *IMGrants.com*, a proprietary online web resource developed in conjunction with Grants Office, which helps channel partners secure federal stimulus money for their customers' technology purchases.

"Ingram Micro's new IMStimulus demand generation services are just what we need to accelerate our sales efforts and really help our clients take full advantage of the funding and grant opportunities brought forward by the Stimulus package," says Tina Mooring, Store Manager, Computer Central, an IT solution provider and Ingram Micro partner located in Wilson, NC.

According to Ingram Micro's research and assessment, the Economic Stimulus Bill brings forward a sizable revenue and recurring services opportunity (approximately $60B to $80B) for channel partners across six primary end-user segments - healthcare, public safety, education, energy, infrastructure and broadband. The distributor estimates that nearly $32B of the projected spend is tied to grants alone, with the remaining falling into normal line budget purchases.

"There's no question that the economic stimulus funds spell big opportunity for our channel partners and IT vendors, but with approximately $32B tied up in grants, earning the business and ensuring customers understand the scope of the opportunity is going to take a lot of time, added resources and investment," says Michael Paddock, CEO, Grants Office. "Ingram Micro has really taken the bull by the horns and is delivering the utmost value to its channel partners at a time when they need it most."

"By taking advantage of our new IMStimulus, solution providers and IT vendors can leave the heavy lifting to us and keep their focus on growing their business," says public sector expert Bob Laclede, vice president of business development, Ingram Micro U.S., and executive chair for Ingram Micro's sales and services efforts around the Economic Stimulus Bill. "IMStimulus offers an ideal solution to the challenges many channel partners face when dealing with grants and RFPs from the public sector and other high-touch vertical markets."

New IMStimulus Available Now to Channel Partners

Available to Ingram Micro solution providers in the U.S., Ingram Micro's IMStimulus is priced as a general SKU within Ingram Micro's growing services portfolio. Upon engagement, solution providers will receive a welcome kit detailing the resources available to them, be introduced to their dedicated sales and grant specialists, and receive priority access to IMgrants.com.

"What's more is that once our partner wins the bid and fulfills the purchase order through Ingram Micro, we will credit the cost of the SKU back to their account," says Laclede. "This rebate investment helps us ensure participating partners are serious about securing the funds and winning the business, and are not just dipping their toe in. The dollars are real, but the opportunities and grant services will take time and added resource, which is why these new services are of so much value to our partners."

To learn more about Ingram Micro's Stimulus Support Program, visit *www.ingrammicro.com/IMStimulus*, email *imstimulus@ingrammicro.com*, or call Ingram Micro's stimulus specialists at 1-800-456-8000 ext. 77846.

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 approximately 150 countries and is the only global broad-based IT distributor with operations in Asia. Visit *www.ingrammicro.com*

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