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Ingram Micro Empowers Channel Partners to Sell Next-Generation HP Data Center Solutions

Distributor's Advanced Computing Division Hosts HP Converged Infrastructure Launch Event in Buffalo, NY

SANTA ANA, CA -- (MARKET WIRE) -- 04/06/11 -- Building on its data center solutions expertise, the Advanced Computing Division of Ingram Micro Inc. (NYSE: IM) is pleased to announce the HP BladeSystem Matrix, a cornerstone of HP's CloudSystem offerings, is now available for demonstration within the distributor's multi-million dollar Buffalo, NY-based Solution Center.

To accelerate demand and generate greater awareness, the distributor hosted a training and education event for HP Converged Infrastructure solutions April 5-6 in Buffalo.

The HP BladeSystem Matrix solution is supported by Ingram Micro's Advanced Computing Division and available to authorized HP channel partners in the U.S. and Canada. In addition to using Ingram Micro's best-in-class Solution Centers, HP and Ingram Micro channel partners have access to a variety of enablement resources. These include technology-focused and business-minded training and educational seminars, boot camps and webinars. Custom configuration services, technical support, pre- and post-sales support, and co-branded marketing collateral are also offered as part of the Division's partner value-add.

"The HP BladeSystem Matrix is an all-in-one converged infrastructure solution that brings the benefits of shared services to life and makes it easier for channel partners to establish a private cloud for small and mid-sized businesses, as well as enterprise players," says Fran Murello, senior manager and engineer, Ingram Micro's Buffalo-based Solution Center. "It's a great conversation starter for discussing the business value of converged infrastructure and cloud computing and now that it's available for demo within the Ingram Micro Solution Center, channel partners can show their customers and prospects the technology in action first-hand."

As the market's first truly converged infrastructure solution, the HP BladeSystem Matrix provisions complex infrastructure and applications in minutes rather than months, and helps channel partners reduce customers' total cost of ownership by up to 56 percent versus traditional infrastructure reports HP.

With the support of Ingram Micro's Advanced Computing Division and Solution Centers, mutual Ingram Micro and HP channel partners can access world-class technical, sales and field expertise, along with the resources needed to effectively market and sell HP BladeSystem Matrix.

For more information about Ingram Micro's Solution Center, visit www.im-sc.com. Ingram Micro's Advanced Computing Division was launched last year to deliver greater opportunity, specialization and business value to channel partners throughout North America who market, sell and support higher-end technology solutions and services.

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About Ingram Micro Inc.
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, technical and financial support, managed and cloud-based services, and product aggregation and distribution. The company is the only global broad-based IT distributor, serving more than 150 countries on six continents with the world's most comprehensive portfolio of IT products and services. Visit www.ingrammicro.com.

HP White Paper: The business case for HP BladeSystem Matrix, based on data from the HP BladeSystem and BladeSystem Matrix TCO Calculator, http://roianalyst.hp.com/bladesystemmatrixtco/launch.html.

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