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Ingram Micro Announces Agentic AI Capabilities, Adds Google's Gemini Models to Xvantage™ AI Factory

New Sales Briefing Agent equips Ingram Micro's global sales team with instant, in-depth intelligence to uncover growth opportunities for customers worldwide

IRVINE, Calif.--(BUSINESS WIRE)-- **Ingram Micro Holding Corporation** (NYSE: INGM) ("Ingram Micro" or the "Company") today announced the first enterprise-grade AI Agent built within its patented **Ingram Micro Xvantage AI Factory**, using **Google's Gemini** large language models.

This new agent, known as the **Sales Briefing Assistant**, marks the Company's first production release of an AI Agent built using Gemini models, and introduces a new standard for intelligent, scalable sales enablement in the enterprise. Built to accelerate customer growth opportunities and success, the AI-powered digital sales companion synthesizes real-time, context-aware market insights, sales signals and recommendations into a single brief for Ingram Micro's sales teams.

"Our Xvantage platform and AI Factory operating model are enabling us to innovate new, faster and better ways to create, capture and amplify value for our team and our customers," said **Paul Bay, CEO, Ingram Micro.** "Our goal is to embed intelligence into every interaction, deepening our customer understanding and engagement to drive shared success in a rapidly evolving market."

By integrating Google's Gemini models within Ingram Micro's AI Factory and more than 400 existing AI models, the company is strengthening its ability to anticipate customer needs, accelerate decisions, and drive measurable business impact throughout the organization and the IT ecosystem. Ingram Micro's AI Factory serves as a strategic and operational model for continuously producing, deploying, and improving AI-driven systems within Xvantage.

"Through our growing partnership, Google Cloud AI will power transformative use cases both within Ingram Micro and for its customers," said **Matt Renner, President and Chief Revenue Officer, Google Cloud.** "Teams at Ingram Micro are already seeing firsthand the value that AI agents can add, and we look forward to partnering to bring Gemini models and agentic AI to even more organizations."

"We're building an AI-powered value chain that's transforming both our business and the broader channel ecosystem—from reactive order fulfillment to proactive value creation," said **Sanjib Sahoo, President, Global Platform Group, Ingram Micro.** "As AI matures, the channel must evolve—selling, competing, and innovating in entirely new ways through the intelligent use of data, insights, and speed. Our AI-first strategy, delivered through Xvantage and our AI Factory model, brings this vision to life by fusing real-time intelligence, scalable

automation, and human ingenuity to unlock more value."

For more information about Ingram Micro's AI Factory, Intelligent Data Assistant and new Sales Briefing Agent visit ingrammicro.com.

About Ingram Micro

Ingram Micro (NYSE: INGM) is a leading technology company for the global information technology ecosystem. With the ability to reach nearly 90% of the global population, we play a vital role in the worldwide IT sales channel, bringing products and services from technology manufacturers and cloud providers to a highly diversified base of business-to-business technology experts. Through Ingram Micro Xvantage™, our AI-powered digital platform, we offer what we believe to be the industry's first comprehensive business-to-consumer-like experience, integrating hardware and cloud subscriptions, personalized recommendations, instant pricing, order tracking, and billing automation. We also provide a broad range of technology services, including financing, specialized marketing, and lifecycle management, as well as technical pre- and post-sales professional support. Learn more at www.ingrammicro.com.

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