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Ingram Micro's Business Transformation Center Now Open to U.S. and Canadian Channel Partners

New "real world" working environments makes it easier for channel partners to show customers and prospects the transformative power of technology #ONEIngram

IRVINE, Calif.--(BUSINESS WIRE)-- Demonstrating its business technology expertise and in-depth virtual sales resources, Ingram Micro Inc. today announced the general availability of the Ingram Micro Business Transformation Center (BTC). Channel partners received a first look at the new Business Transformation Center located in Buffalo, NY, earlier this month as part of the 2018 Ingram Micro Advanced Solutions Summit. Click here to watch a video highlighting the new center.

The innovative and industry-leading facility offers Ingram Micro channel partners in the U.S. and Canada access to three boutique verticals – Education, Retail, and Healthcare – each of which showcases relevant solutions and applications in various 'real world' scenarios.

"Seeing is believing," says James Rocker, president and CEO, Nerds that Care, an Ingram Micro SMB Alliance member and one of the first channel partners to visit the new Business Transformation Center. "Ingram Micro's new BTC offers so much business value including real-time access to knowledgeable resources and real-world solutions. We look forward to engaging with Ingram Micro's BTC on many different levels and extending this hands-on experience to our clients."

Available at no additional cost to Ingram Micro channel partners in good standing, the Business Transformation Center is an experience-rich center that provides guests with an up-to-date, easy, and seamless way to see technology in action. Channel partners can use the Business Transformation Center to learn more about how the value-added opportunities and resources available to them through Ingram Micro and its growing portfolio of providers including pre- and post-sales support, competitive and creative financing solutions, as well as refresh and recycle solutions.

"We created the Business Transformation Center because it's important for our channel partners and their customers to see the challenges and targeted business outcomes technology can address and deliver within specific working environments," said Tim Ament, senior vice president, Advanced Solutions, Ingram Micro. "By spotlighting healthcare, retail and education technology solutions in a real-world scenario we are enabling our channel partners and their customers to see the technology in action and make more informed business decisions about what's needed and why."

Located at the company's East Coast headquarters in Buffalo, and available virtually from anywhere around the globe via web conferencing, the 3,500 sq. ft. space includes three dedicated vertical customer-focused areas, a data center with hands-on capability, a training

classroom and a unified communications and collaboration area. Supported by six full-time engineers, the Business Transformation Center features more than 30 vendors and multiple market categories.

"The Ingram Micro Business Transformation Center provides us access to knowledgeable technical resources who are able to show us multiple technologies in action, as well as the potential business outcomes they can achieve in a real-world setting," says Nigel Slater, VP Corporate Development, 3D-P, one of the first channel partners to experience the BTC. "Using the BTC, our solutions architects were able to get to the heart of the issue without wasting any time. It was a good first engagement and we definitely plan to use the BTC again and again."

Ingram Micro was the first technology distributor to open two Solution Centers in the U.S. For over a decade these Solutions Centers served as coastal hubs for the IT industry's emerging and in-demand technologies, and were the first to feature digital home and digital signage solutions. Both offered channel partners a chance to preview breakthrough technologies and test-drive new products and solutions before recommending them to clients.

"Ingram Micro's new Business Transformation Center will fast become one of the most powerful sales resources we can offer to partners," added Greg Richey, director, Training and Professional Services, Ingram Micro. "By taking a customer-centric, solution-driven approach to technology, Ingram Micro channel partners and their customers and prospects can use the BTC to bolster decision-making and see the business value in the technology."

For more information about the Business Transformation Center click here. Channel partners attending Ingram Micro ONE in Washington D.C. next week can visit the BTC during the event's Solutions Showcase.

To schedule an onsite or online tour of the Business Transformation Center contact btc@ingrammicro.com.

About Ingram Micro

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. Discover how Ingram Micro can help you realize the promise of technology. More at www.ingrammicro.com.

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