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Ingram Micro Cloud Innovates to Expand the Ecosystem, Enhance the Customer Digital Experience and Generate More Business Value

Latest innovations make it easier for independent software vendors to publish, market and monetize in the Ingram Micro Cloud Marketplace, while enabling technology partners to improve efficiency and activate their demand engine #CloudSummitX

SAN DIEGO--(BUSINESS WIRE)-- **INGRAM MICRO CLOUD SUMMIT –** Ingram Micro Inc. today announced the next iteration of the Ingram Micro Cloud Marketplace, adding new features, functionality and resources designed to help technology partners and independent software vendors (ISVs) to do more with more. Inspired by partner feedback, the new enhancements streamline and standardize processes, increase efficiencies and effectiveness in sales and marketing, and ultimately will make it easier for technology partners and ISVs to grow their business more profitably using the Ingram Micro Cloud Marketplace.

Among the key enhancements and features readily available today as part of the Ingram Micro Cloud Marketplace are:

Ingram Micro Connect – Powered by CloudBlue, Ingram Micro Connect is an easy-to-use, digital module that provides a fast and cost-effective way to publish, manage and promote cloud services to as many as 200,000 technology partners using Ingram Micro Cloud Marketplace. Ingram Micro Connect simplifies and automates distribution by providing robust publishing tools, digital contracting, multi-marketplace targeting, and sales and marketing content creation tools.

New Customer Experience – A new, modern UI for the Ingram Micro Cloud Marketplace featuring an updated, user-friendly interface that makes it easier for technology partners to find, navigate, and purchase cloud services while streamlining end-customer management.

Sales & Marketing Hub – An industry-first, digital suite for technology partners designed to help educate and enable their salespeople on cloud services while providing pre-built campaign templates and valuable marketing tools to their marketers. The complementary resource provides a single destination to discover and learn about cloud services, create and execute marketing campaigns, and customize sales enablement and access industry insights so they can be the go-to cloud experts for their customers.

Marketplace API – A new API that enables technology partners to quickly integrate their own online storefront, CRM and billing systems into the Ingram Micro Cloud Marketplace. As a result, technology partners using the Cloud Marketplace can now

better manage and automate ordering and billing; create and manage customer accounts, users and subscriptions; and retrieve billing data that can be used to bill end customers.

“Ingram Micro has elevated the experience our technology partners and ISVs are having with the Ingram Micro Cloud Marketplace, enabling them simply to do more with more and capitalize on the growing opportunity cloud continues to deliver,” said Tarik Faouzi, Vice President of Cloud Product Management, Ingram Micro. “These enhancements, powered by CloudBlue, all tie to Ingram Micro’s overall vision to provide our partners a hyper-scale digital platform, access to an infinite ecosystem, and proven go-to-market services.”

Ingram Micro’s Cloud Marketplace was first to market in 2009, and is now used by more than 55,000 technology partners worldwide to manage nearly four million fully-automated seats. The Ingram Micro Cloud Marketplace can be found here.

Supporting Partner Quotes and Industry Statistics

“Using Ingram Micro Connect, we’re able to quickly add our cloud products to the Cloud Marketplace and position them in front of Ingram Micro’s thousands of resellers with uniform, ready-to-use sales and marketing resources.”
- Dmitry Leonov, Co-Founder, SaneBox

Channel partners spend up to 40 percent of their time sifting through content.
- Source: Quotient, “Five Step Guide to Enable Channel Sale,” May 2016

When enabled, resellers achieve 28 percent shorter sales cycles and a 12 percent higher lead conversion rate.
- Source: Aberdeen Group, “Territory, Training, Technology: Best-in-Class Channel Sales Management,” March 2016

A recent study from The 2112 Group notes 73% of MSPs don’t have marketing plans or programs; 52% of partners say they’re expanding sales and marketing efforts of existing products and services to grow their business in 2019.
- Source: The 2112 Group, “2017 State of the U.S. Cloud Channel Report”

“The Sales & Marketing Hub helps significantly reduce the time it takes us to learn about vendor products and create the sales and marketing assets that go along with them. Plus, we now have access to a library of research on cloud business strategies and industry news that will help us develop more effective strategies for our cloud business. GetBEE looks forward to growing on the Sales & Marketing Hub with Ingram Micro.”
- Thea Myhrvold, Founder and CEO, GetBEE

“Together, these new additions to the Cloud Marketplace will enable our technology vendor partners to automate more processes and, as a result, not only operate more efficiently to increase profits, but also to expand their market footprint, and enable our reseller partners to monetize an ever larger pool of anything as a service.”
- David Wippich, CTO and Senior Vice President, Global Cloud, Ingram Micro

About Ingram Micro Cloud

At Ingram Micro Cloud,™ we view cloud not just as a single technology, but as a

foundational platform to run and drive a whole new way of doing business. By leveraging our platforms and ecosystem, cloud service providers, telecom companies, resellers and enterprises can quickly transform and get up and running in the cloud within minutes, with little to no investment. Our portfolio includes vetted security, communication and collaboration, business applications, cloud management services and infrastructure solutions designed to help clients monetize and manage the entire lifecycle of cloud and digital services, infrastructure and IoT subscriptions. For more information, please visit: www.IngramMicroCloud.com.

About Ingram Micro Inc.

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. More at www.ingrammicro.com.

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