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Ingram Micro Now Offering New EMC VNXe SMB Virtualization Bundles

New "IM-V" Bundles and Partner Enablement Resources Simplify the Sales Process and Generate Greater Demand for EMC VNXe Series of Unified Storage Platforms

LAS VEGAS, NV -- (MARKET WIRE) -- 05/11/11 -- *EMC WORLD 2011 LAS VEGAS* -- Enabling channel partners' success, Ingram Micro Inc. (NYSE: IM) today announced a new lineup of fully-integrated virtualization solutions and complementary marketing enablement resources for channel partners selling to small and mid-sized businesses.

Available now, the new Ingram Micro Virtualization (IM-V) bundles include EMC® VNXe™ storage systems, designed for simplicity, efficiency and affordability for smaller businesses; VMware's vSphere; and the Cisco Catalyst, Nexus and Unified Computing System products.

"These new IM-V virtualization bundles and enablement resources are exactly what we've been asking for from distribution," says solution provider Bill Hall, CEO, Boice.net. "Not only do they simplify the ordering process and reduce costs, but they also make it easier for us to market and sell these virtualized solution sets to our customers. It's a smart move by Ingram Micro and its manufacturer partners and will certainly get the attention of IT solution providers who sell to small and mid-sized businesses."

The customizable IM-V bundles are being supported by the Ingram Micro Advanced Computing and Advanced Technology Divisions, which deliver greater opportunity, specialization, technical support and business value to U.S. vendors and channel partners that market, sell and support higher-end technology solutions and services such as unified communications, virtualization, data center infrastructure, network security and storage.

"Ingram Micro is pleased to be a distributor of choice for EMC and bring to market a new series of SMB/SME virtualization bundles that will provide our channel partners with a greater sales advantage," says Paul Bay, executive vice president, Ingram Micro North America.

"The winning combination of the Advanced Computing and Advanced Technology Divisions is clearly a differentiator for Ingram Micro and a tremendous value play for our vendor and solution provider partners," says Bay. "As a distributor authorized to sell EMC, Iomega®, VMware® and RSA® portfolios, we are uniquely positioned to offer channel partners a more robust and integrated set of EMC solutions."

To generate even greater demand for the IM-V bundles, Ingram Micro is now offering solution providers a number of partner-led marketing campaigns designed by EMC. These co-branded, partner-led banners, email campaigns, micro-sites, and postcards are readily available to EMC channel partners at no charge. In addition, EMC partners can take

advantage of additional collateral including battle cards, customer-facing sales presentations, FAQs, sell sheets, and video available from Ingram Micro.

"The new IM-V bundles are ideal solutions for channel partners selling into small and medium businesses with limited IT infrastructure expertise and are at the early stages of virtualizing their IT environment, or want more efficiency from their business applications," says Doug Wood, vice president, entry systems and software, EMC. "These VNXe-based bundles combined with the added support from Ingram Micro's Advanced Computing and Advanced Technology Divisions provide our partners with a significant sales and marketing advantage. We're thrilled to be working closely with Ingram Micro to bring these offerings to market and make it easier for our mutual partners to lead with EMC."

For more information about the IM-V bundles solution providers should contact their Ingram Micro sales representative.

For more information on Ingram Micro visit www.ingrammicro.com.

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