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Ingram Micro's New Intelligence-Powered "SMB Quick Buy" Speeds Sales Cycles and Increases Profit Potential for MSPs and Channel Partners

Cisco and Cisco Meraki are the first solutions to market with Ingram Micro's new SMB Quick Buy

IRVINE, Calif.--(BUSINESS WIRE)-- **Ingram Micro** (NYSE: INGM) today announced **SMB Quick Buy**, an intelligence-powered, click-to-purchase experience designed to significantly reduce time to market and give managed service providers (MSPs) and channel partners a more profitable way to scale their SMB business and service more end-user small businesses with high-quality Cisco solutions.

Starting next month in the U.S., with plans to expand globally, Cisco, including its Meraki portfolio, will be the first vendor integrated into an AI-powered purchasing experience developed jointly by Cisco and Ingram Micro on Ingram Micro's Xvantage™ platform. This collaboration simplifies the buying journey by automating traditionally manual processes and reducing transaction complexity.

New AI-Powered Buying Experience Accelerates Sales Cycle

SMB Quick Buy enables partners to build validated configurations, maximize margins, generate Cisco Deal IDs for qualifying SMB Quick Buy transactions, and seamlessly place and manage orders without ever leaving Xvantage.

This ease of doing business offered by Ingram Micro and Cisco through SMB Quick Buy comes at a time when MSPs around the world are placing greater emphasis on operational efficiency, the sales pipeline, and the overall employee and customer experience to better plan, protect margins, and support growth. This year's [MSP 501 Research](#), sponsored by Ingram Micro, concluded that the next phase of MSP success will be rooted in scaling profitable growth through business intelligence, alliances, and smarter integrations.

"Our research shows that MSPs using intelligence to improve efficiency will win more business," said **Eric Kohl, global vice president, security and networking, Ingram Micro**. "Leading MSPs are developing their talent, strengthening strategic partnerships, and finding new ways to increase customer value and recurring revenue without adding costs at the same rate. That same focus drives the innovation, insights, and business outcomes we deliver through Ingram Micro and Xvantage, including SMB Quick Buy."

Using Intelligence and Integrations to Simplify and Standardize the Sales Cycle

Available through the Ingram Micro Xvantage™ platform, SMB Quick Buy uses intelligence

and AI integrations to make it easier and faster for partners to quickly configure, quote, and order eligible, proven Cisco SMB solutions in real time, without friction.

“Partner profitability and growth are heavily influenced by operational efficiency and effectiveness, making our ability to speed the sales process with Ingram Micro and improve the experience for partners and their customers another clear differentiator,” said **Andrew Sage, Vice President, Global Distribution Sales at Cisco**. “Cisco and Ingram Micro have worked closely together to integrate our systems and leverage AI agents to allow our partners to spend more time on valuable customer-facing activities. We’re proud of the work Ingram has done with SMB Quick Buy and are excited by what’s ahead for our partnership.”

By accelerating the configuration, quoting, and ordering processes for Cisco and Meraki within Xvantage, MSPs and channel partners can more easily standardize a repeatable purchasing workflow, respond faster, generate more customer opportunities, and reserve technical and commercial resources for higher-value customer engagement and service delivery. Additionally, SMB Quick Buy works to improve the economics and the experience, while creating more operating leverage for MSPs and channel partners by delivering:

- **Lower cost to serve:** Minimizing manual touchpoints so that smaller SMB opportunities become more profitable to pursue.
- **Faster revenue conversion:** Quicker configuration, quoting, and ordering help partners move from quote to close with greater speed and efficiency.
- **Repeatable scale:** Guided, validated solution selection enables more consistent execution across sales teams and makes it easier to pursue a higher volume of SMB solutions in a single purchase order.
- **24/7 order placement:** Always-on access through Xvantage helps MSPs and channel partners respond in real time without the need for representatives.

“For SMB-focused channel partners and MSPs, profitable growth depends on speed, service, and scale,” said **Kohl**. “Together with Cisco, Ingram Micro is putting intelligence to work to remove operational friction, help channel partners respond to more opportunities, and free up their teams to focus on customer outcomes and services growth. Ingram Micro is proud to be the first global distributor to co-develop and deploy these AI-driven integrations and capabilities for channel partners with Cisco.”

SMB Quick Buy will be available through Ingram Micro Xvantage for eligible Cisco SMB solutions. To access eligible Cisco and Meraki SMB solutions through SMB Quick Buy, visit www.ingrammicro.com.

About Ingram Micro

Ingram Micro 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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