

September 22, 2010



Ingram Micro Develops New Enablement Program and Power Playbook for Juniper Partners

Distributor Invests in Marketing, Sales and Technical Resources to Drive More Business around Growing Juniper Partner Base

SANTA ANA, Calif., Sept. 22 /PRNewswire/ -- Leveraging its proven expertise in advanced networking and security, Ingram Micro Inc. (NYSE: IM) today announced a new channel partner enablement program, which includes a Power Playbook designed exclusively for Juniper Networks® (NYSE: JNPR) Partners in the U.S.

Designed to propel sales growth, the new Juniper Partner Enablement Program educates and trains channel partners on how to effectively market, sell and support Juniper solutions including the Juniper Networks EX Series Ethernet Switches.

Available now, the new program draws upon the existing service and support resources offered to Juniper Partners from Ingram Micro and introduces additional partner marketing resources, and dedicated sales and technical support representatives. These new resources include targeted sales and business development tools, pre- and post-sale technical support, as well as field sales and marketing collateral.

As part of the new program, Juniper Partners also have access to proven business-building resources such as Ingram Micro Financial Services, Agency Express, the Ingram Micro Training Academy and the Ingram Micro Business Intelligence Center. Ingram Micro has also enhanced its Juniper Virtual Lab and continues to offer an online Juniper Store that hosts a variety of Juniper-specific tools, reference materials and white papers.

"Networking and security represent two of the most in-demand technology categories on the market," says Ken Bast, vice president, vendor management, Ingram Micro U.S. "Our new Juniper Partner Enablement Program and Power Playbook provide the tools, resources and support services channel partners need to cash in on market demands and build a successful and profitable business as a Juniper Partner."

New Juniper Power Playbook Gives Channel Partners an Insider's Edge

To ensure success, Ingram Micro is also providing Juniper Partners with the "Juniper Power Playbook." Offered at no-cost to Juniper Partners, this tell-all resource guide provides valuable insight on how channel partners can maximize their business relationship with Ingram Micro and Juniper and in turn, establish a profitable practice around high performance Juniper Networks solutions.

"The Juniper Power Playbook is the guide for everything Juniper," says Eric Kohl, director,

vendor management, Ingram Micro U.S. "We developed the Playbook to make it that much easier for our mutual channel to engage with us and see at a glance all the resources and support available to them."

Ingram Micro has been distributor of the year for Juniper Networks since 2005. Over the past year, the distributor's Juniper business reported double digit year-over-year growth by helping solution providers access the tools, resources and support needed to grow their Juniper business.

"Ingram Micro is instrumental in driving the overall sales growth and enablement of our Juniper Partners," says Blaine Raddon, vice president Americas general business & channel sales. "This new program will accelerate these efforts and drive even greater growth within our Juniper Partner base."

For more information about the Ingram Micro, Juniper Partner Enablement Program, solution providers can contact their Ingram Micro sales representative at (800) 456-8000. For more information about the Juniper Networks Partner Program visit www.juniper.net/partners.

Follow Ingram Micro Inc. on Twitter at [www.twitter.com/IngramMicroInc](https://twitter.com/IngramMicroInc).

About Ingram Micro

As a vital link in the technology value chain, Ingram Micro creates sales and profitability opportunities for vendors and resellers through unique marketing programs, outsourced logistics services, technical support, financial services and product aggregation and distribution. The company serves approximately 150 countries and is the only global broad-based IT distributor with operations in Asia. Visit www.ingrammicro.com.

(Logo: <https://photos.prnewswire.com/prnh/20100107/IMLOGO>)

(Logo: <http://www.newscom.com/cgi-bin/prnh/20100107/IMLOGO>)

SOURCE Ingram Micro Inc.