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# Ingram Micro Takes Cloud Computing Strategy Online

## **Distributor furthers its cloud strategy with new Ingram Micro Cloud partner enablement platform, Cloud Services Network and online Cloud Marketplace**

SANTA ANA, Calif., Nov. 8, 2010 /PRNewswire/ -- Expanding its leadership and visibility as a master aggregator of IT services, Ingram Micro Inc. (NYSE: IM) is pleased to announce the Ingram Micro Cloud.

Referred to as the epicenter of the distributor's successful and growing IT services strategy, the new partner enablement platform, which includes the new partner website [www.ingrammicrocloud.com](http://www.ingrammicrocloud.com), as well as the Ingram Micro Cloud Services Network and online Cloud Marketplace, is being introduced to accelerate adoption of cloud computing within the IT channel.

"Ingram Micro Cloud is a growth catalyst for the IT industry and will help alleviate the fear and uncertainty many channel partners have around cloud computing," says Renee Bergeron, vice president, managed services and cloud computing, Ingram Micro North America. "Focused on education, training and sales enablement, Ingram Micro Cloud simplifies cloud computing from all angles and gives channel partners both a technical advantage and a sizable business advantage when it comes to delivering cloud services."

Available to channel partners in the U.S. and Canada, Ingram Micro Cloud is the go-to business and education resource for solutions providers and managed service providers (MSPs) looking to establish and grow their cloud computing services, says Bergeron. "The resources, services and support offered as part of Ingram Micro Cloud were selected based on the feedback of our channel partners," she explains.

### ***New Resources, Online Marketplace and Services Network Work Together to Simplify Cloud Services***

Ingram Micro Cloud provides several business, sales, marketing and technical resources, including a single-source, online Cloud Marketplace. The Ingram Micro Cloud Marketplace features detailed information on a growing number of cloud computing solutions and services from Ingram Micro hardware and software vendors, Ingram Micro Seismic vendors, new cloud computing vendors on Ingram Micro's line card, as well as Ingram Micro cloud computing affiliate vendors and strategic alliances.

"The new online Cloud Marketplace offers channel partners a quick and easy way to access and learn more about the technologies, services, resources and what collateral is readily available to them all in one place," says Jason Beal, director of sales, services, Ingram Micro North America. "Taking it one step further, the Ingram Micro Cloud is also home to our new

Cloud Services Network which enables our channel partners to collaborate with one another in a non-competitive environment to offer the cloud services and support they need both regionally and throughout North America."

Offered as an extension of the Ingram Micro Services Network (IMSN), the new Cloud Services Network is an aggregation of best-of-breed cloud computing professional service providers whose delivery capabilities and technical expertise include private and public cloud consulting; cloud computing assessments; design and deployment of cloud solutions; and integration, configuration, implementation and customization services. The Cloud Services Network uses the efficient and safe partnering ecosystem and infrastructure of the IMSN to enable channel partners to work together to meet the needs of their customers throughout North America.

The Ingram Micro Cloud also features an impressive rolodex of educational whitepapers, case studies and training modules for channel partners to reference and download, as well as a comprehensive Business Development curriculum including Cloud Essentials which provides step-by-step, role-based training for effectively marketing, selling and supporting cloud services.

"The new Ingram Micro Cloud is a time-saving platform and business resource that will certainly make it easier and more cost-effective for us to navigate these new waters and extend our expertise and service capabilities into the cloud," says Greg Onoprijenko, president and managing director of sales for successful Canadian MSP e-ternity.

For more information about Ingram Micro Cloud visit [www.ingrammicrocloud.com](http://www.ingrammicrocloud.com) or [www.ingrammicro.com/seismic](http://www.ingrammicro.com/seismic).

For more information about Ingram Micro, visit <http://www.ingrammicro.com>.

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## **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](http://www.ingrammicro.com).

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