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Ingram Micro's "Vertical Expo Live" Accelerates Channel Partners' Success in Vertical Markets

New Online Resource Delivers High-Value Market Insights, Best Practices and Business Enablement Resources at No Cost to Channel Partners

IRVINE, CA -- (Marketwired) -- 10/05/16 -- Expanding its Vertical Advantage Program, [Ingram Micro Inc.](#) (NYSE: IM) today announced [Vertical Expo Live](#), a dynamic, online virtual learning environment developed exclusively for channel partners specializing in vertical markets across the United States.

Available now at no cost, Vertical Expo Live provides Ingram Micro channel partners with in depth detail about the market drivers, technology needs, trends and happenings impacting high opportunity verticals including and not limited to education, healthcare, financial services, legal, public sector and retail. The online resource also captures and promotes best practices for sales, marketing and technology deployment, as well as offers a comprehensive portfolio of industry-specific content and collateral ideal for marketing, sales and social media.

"Making it easier and more profitable for channel partners to establish and expand expertise within key verticals is a strategic priority for Ingram Micro and our vendor partners," said Tom Blankenhorn, senior director, Ingram Micro U.S. "Specialization offers channel partners a way to build a better business and deliver a differentiated service. Our new Vertical Expo Live is a one of a kind resource exclusive to Ingram Micro."

In collaboration with dozens of top vendors across multiple categories, Ingram Micro's Vertical Expo Live features a growing inventory of specialized business resources and content including:

- Critical Market Insights
- Industry Research
- Easy-to-Brand Content and Designed Collateral
- Go-To-Market Best Practices for Sales and Marketing
- Market-Specific Training and Education Materials
- Technology Solution Blueprints

"Ingram Micro's new Vertical Expo Live will be a valuable resource for our sales and marketing teams, as well as our technical staff," said Jennifer Ramstrom, vice president of Vertical Strategy and Business Development at Connection, an Ingram Micro channel partner and leading National Solutions Provider (NSP) specializing in Verticals, including Healthcare, Retail and Finance. "Vertical Expo Live makes market-specific information and

content about technologies and trends available 24/7/365. This will ultimately assist us in being a more knowledgeable and relevant resource for our clients. Vertical Expo Live will also serve as an additional resource for us to engage with our vendor partners to understand more about their market-specific, technology portfolio and resources."

In the near future, Ingram Micro plans to leverage its proprietary Business Intelligence Center to offer IT service providers and vendors more data-driven resources and tools as part of the Vertical Live Expo. Additional services in final development include lead generation services, end-user profiling and market-specific benchmarks.

"Vertical alignment as a sales and technology delivery strategy is paying dividends for channel partners that make the investment to gain deep understanding of customers in specific industries and market segments," said Lawrence M. Walsh, CEO and Chief Analyst of The 2112 Group, a channel research and strategy firm. "2112's research shows channel partners with vertical practices or alignment have higher rates of growth and higher growth expectations. In 2016, channel partners said vertical practice development was one of their top growth priorities, making the new Ingram Micro program a valuable support resource."

For more information about Ingram Micro's Vertical Expo Live click [here](#) or contact an Ingram Micro sales representative.

About Ingram Micro

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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