

December 8, 2008



New Ingram Micro Portal Ignites Wireless Activations for Channel Partners

Industry leader's Mobility Division launches new online portal to help channel partners maximize mobility revenues by earning more commissions and making the activation process easier and faster

SANTA ANA, Calif., Dec. 8 /PRNewswire/ -- Ingram Micro Inc. (NYSE: IM) today announced IGNITION, a new online activation portal designed exclusively for IT solution providers who sell wireless activations as part of their mobile solutions.

Available now in the U.S., IGNITION is free to Ingram Micro channel partners. The new portal makes it easier for IT solution providers to manage commissions and activate wireless carrier services from the industry's major carriers including AT&T and Sprint. Support for Verizon Wireless is underway. According to Ken Bast, vice president of Ingram Micro's Mobility Division, IGNITION eases the activation process and provides channel partners with increased visibility and efficiency when it comes to activating wireless devices, managing transactions and tracking commissions.

"By centralizing and streamlining the activation process, IGNITION gives our channel partners a competitive sales advantage and introduces a low-touch, high-value revenue stream they just can't get anywhere else," says Bast. "Ingram Micro is the only distributor that enables channel partners to activate wireless carrier services on IT devices with such ease and efficiency. As such, we offer a unique value proposition to our channel partners who are already selling wireless solutions, as well as those manufacturers who embed wireless activation services into their products."

MobileTek, based in Farmingdale, NJ was among the first Ingram Micro partners to put IGNITION to the test. "What's great about IGNITION is that we're making incremental margin on the wireless products we already sell," says Laura Voll, support specialist, MobileTek.

"Whether it's a wireless embedded notebook, router or point of sale product, IGNITION allows us to activate the technology on behalf of the customer remotely at any time," continues Voll. "Better still, we can use IGNITION to deploy a self-service portal that our customers can use to activate their products upon receipt. That's a huge timesaver - especially when you're talking about large field deployments where the activation process could really tie up our internal resources and erode profitability."

Channel partners who are interested in learning more about IGNITION can contact their Ingram Micro sales representative, or call, email Tanya Weido, manager wireless operations for Ingram Micro's Mobility Division, at (714) 382-1347; Tanya.Weido@ingrammicro.com.

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 150 countries and is the only broad-based global IT distributor with operations in Asia. Visit www.ingrammicro.com.

SOURCE Ingram Micro Inc.