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Ingram Micro Enhances Retail Portfolio With Additional Support for BrandSource Dealers Nationally, Data Analytics and Market Intelligence Services

Distributor Expands National Warehouse Presence for Appliances; Adds New Data Analytics and Market Intelligence Services to Retail-Focused Business Enablement Portfolio

LAS VEGAS, NV -- (Marketwire) -- 08/28/12 -- BRANDSOURCE NATIONAL CONVENTION & EXPO - Setting a new standard of excellence in distribution and logistics services, [Ingram Micro Inc.](#) (NYSE: IM) today announced it is expanding its retail support model to include national warehouse presence for white goods and consumer electronics. Additionally, the global distributor is enhancing its retail-focused, business enablement portfolio with the addition of two game-changing customer service capabilities: data analytics and market intelligence services.

Powered by the Ingram Micros' Business Intelligence Center (BIC), the new and highly customized data analytics and market intelligence services are readily available to retailers and e-tailers in the U.S. and will be spotlighted this week at the 2012 BrandSource National Convention and Expo taking place in Las Vegas.

Since 2011, Ingram Micro has served as the distribution partner of choice for BrandSource, helping the retailer optimize its business model while leveraging its BIC to identify and engage prospective buyers and develop more effective marketing campaigns. Ingram Micro also plays a critical role in the ongoing development, management and expansion of the BrandSource Dealer Network.

"From day one, Ingram Micro demonstrated to us why they are the world's leading technology distributor and retail distribution partner," says Bob Lawrence, CEO of BrandSource. "Together, we've strengthened the BrandSource supply chain, optimized our business model and notably increased the value and service we bring to the 4,000-plus members of the BrandSource Dealer Network."

"BrandSource has been, and continues to be, a strategic relationship for Ingram Micro as we expand our retail support model to the independent dealer channel," says Keith Bradley, president, Ingram Micro North America. "Coupling the key strengths of BrandSource, such as the company's close relationship with its members and suite of exclusive support services designed to maximize the profitability of the independent dealer, with Ingram Micro's logistical and analytic capabilities, creates a comprehensive best-in-class fulfillment solution that will continue to lead the marketplace."

Additional services available to Ingram Micro retail and e-tail customers and channel partners in the U.S. include sales, marketing and technical support, as well as credit, leasing and financial services. Ingram Micro is the only technology distributor with a proven track record for servicing the business needs of brand name technology, consumer electronics and white goods manufacturers.

"Ingram Micro is the fulfillment partner of choice for retailers and manufacturers that are looking to gain a competitive business advantage and truly differentiate on service excellence," says Brian Wiser, senior vice president, Specialty Solutions Division, Ingram Micro North America. "The business insight, market precision and overall advantage customers such as BrandSource gain by leveraging all Ingram Micro has to offer is second to none and truly represents a value they simply can't get from any other distributor."

Ingram Micro's booth number at the BrandSource Convention is F7, which is located within the Forum Ballroom at Caesars Palace Convention Center. Retailers and e-tailers are encouraged to stop by the Ingram Micro booth for more information about these new retail-focused business enablement services.

More information about Ingram Micro is available at www.ingrammicro.com and <http://ingrammicroinc.wordpress.com>.

To learn, see and hear more about Ingram Micro online, follow the distributor on Facebook at www.facebook.com/IngramMicro; Twitter at www.twitter.com/IngramMicroInc; and YouTube at <http://www.youtube.com/user/ingrammicroinc>.

About Ingram Micro Inc.

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, technical and financial support, managed and cloud-based services, and product aggregation and distribution. The company is the only global broad-based IT distributor, serving more than 145 countries on six continents with the world's most comprehensive portfolio of IT products and services. Visit www.ingrammicro.com.

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