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Ingram Micro's New Seismic Services Deliver a Strategic Business Advantage to Channel Partners

Industry Leader Announces New Seismic Services and Business Tools at Annual Managed Services Partner Conference in Dallas

DALLAS, May 4 /PRNewswire/ -- Seismic Partner Conference -- Enabling channel partners to grow their services businesses faster, smarter and more profitably, Ingram Micro Inc. (NYSE: IM) today announced a number of new Seismic services and business tools at the 2009 "Make Your Mark" Seismic Partner Conference in Dallas.

Available exclusively to Seismic partners in the U.S. and Canada, these four new and highly anticipated announcements include Seismic Epicenter, Seismic Business Intelligence (BI) Dashboard, Seismic Global NOC (Network Operations Center) and Seismic Instant Recovery On Demand by CA.

Each new offering provides a unique business advantage to Seismic partners and enables them to earn higher margins, deliver enhanced client value and build a much more collaborative and profitable managed services practice, without introducing additional infrastructure and labor expenses. All four new offerings will be demonstrated during the Seismic "Make Your Mark" Technology Fair.

Seismic Global NOC

An outsourced, global monitoring and management remediation service that allows Seismic partners to cost-effectively augment or replace their internal infrastructure and notably improve service levels. Using the Seismic Global NOC, channel partners can step away from day-to-day remote monitoring tasks and focus their efforts on creating their own branded MSP practices, pursuing higher-margin services and earning new business.

Seismic Instant Recovery On Demand by CA

A highly sophisticated and powerful hosted business continuity service that provides small to midsize businesses with uninterrupted access to critical applications and data during a system failure, unplanned outage or disaster, with no capital investment. This patented, hosted platform enables Seismic partners to easily sell and deliver enterprise-class continuous availability to the SMB market.

Seismic Epicenter

A simple, easy-to-use web portal that allows Seismic partners to access and manage all of their Seismic services from a single admin interface. Using Seismic Epicenter, channel partners can manage the admin functions or dashboards of each Seismic offering from a

single portal frame. Additionally, Seismic Epicenter maintains all of the Seismic education, training, and business resources available to Seismic partners.

Seismic Business Intelligence Dashboard

An innovative new tool that allows Seismic partners using the Seismic Hosted RMM (remote monitoring and management) software to analyze their end-user install base along several major key performance indicators. As a result, Seismic partners can quickly identify additional product and service opportunities within their end-user customer base, allowing them to garner additional product sales, services revenues and profits, while improving their overall quality of service and delivery time to customers.

"These four offerings will definitely change the game for our Seismic partners -- giving them a unique business advantage that not only bodes very well for them, but also their customers," says Justin Crotty, vice president, services, Ingram Micro North America. "One of the greatest values that Seismic brings to the table for our partners is aggregating services like these that really do make a difference in their business, now and in the future."

"Seismic has really shaken things up in the managed services industry -- taking the focus off the technology itself, and placing the emphasis on the partner's business model," says Seismic partner and successful MSP Patrick Ciccarelli, CEO of Varsity Technologies. "Seismic makes it easier for us to build up our value-add, increase overall profitability, and establish a stronger go-to-market strategy that keeps us ahead of our competitors and top of mind with our customers."

The Ingram Micro 2009 Seismic Partner Conference, "Make Your Mark," brings together more than 300 MSPs, leaders and influencers within the IT industry to engage in candid business discussions, share best practices and explore high-impact IT service trends. During the two-day conference, Seismic partners discuss a variety of hot topics around managed services, as well as emerging trends including the impact of cloud computing, the business advantages of sustainable IT, and how companies are using business intelligence and data analytics to drive more sales and increase customer loyalty. The conference also offers several business, sales and technical breakouts led by Seismic partners, as well as members of the Seismic team and industry influencers.

For more information on Ingram Micro Seismic, please visit ingrammicro.com/seismic.

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

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