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# Ingram Micro Enables System Integrators to Diversify and Embrace Cloud Computing

## Distributor Welcomes More Than 100 System Integrators to Systems ArchiTECHS Invitational in Huntington Beach, Calif.

SANTA ANA, CA -- (MARKET WIRE) -- 03/21/11 -- Investing in the success of its channel partners, [Ingram Micro Inc.](#) (NYSE: IM) is pleased to announce its 2011 Spring Systems ArchiTECHS Invitational, themed "Let Us Take You There: Your Business. Your Future." The bi-annual Partner Invitational is taking place this week in Huntington Beach, Calif., at the Hyatt Regency.

Led by Holly Garcia, co-host and senior director of Components Business Unit, and Tim Ament, vice president and general manager, Direct and Consumer Markets for Ingram Micro U.S., the Systems ArchiTECHS Invitational is the IT channel's only broad-based distribution event focused exclusively on the business and technical needs of IT system builders.

"The integration expertise and technical prowess of IT system builders makes it easier for them to diversify and expand their solutions portfolios to include technology categories such as networking, mobility and security, as well as [cloud computing](#) and [managed services](#)," says Garcia.

"Throughout this event we will demonstrate why and how system builders can evolve their businesses to better support the needs of their existing customers. We'll also look at ways to help them expand their services to attract new customers," says Garcia. "The Ingram Micro Components Business Unit is dedicated to enabling our channel partners to succeed by building on their strengths to generate new and greater revenue streams."

Guest speakers at this year's Systems ArchiTECHS Invitational include Ingram Micro's [Mario Leone](#), CIO; Paul Bay, executive vice president, North America; and Renée Bergeron, vice president of [cloud computing](#) and [managed services](#), North America. Keynote presenters from Intel, Kingston Technology and Microsoft will also take main stage. In addition, attendees will participate in targeted breakouts and presentations focused on business best practices, market trending and technology.

"Our system builder community is at the heart of today's technology innovation and well positioned to take the lead when it comes to integrating new and existing technologies into one unified architecture," says Ament. "In 2011, we'll see a new, hybrid generation of system builders emerge in the channel. These channel partners will have the technical know-how to integrate solutions, leverage peer-to-peer partnerships to expand their services and build out new areas of expertise to meet customer needs."

To fuel these efforts, Ingram Micro is providing each attendee with a [Spotme](#) handheld device to use throughout the event. Dubbed the Swiss Army Knife of interactive meeting tools, Spotme offers participant management tools and promotes networking and audience response polling all from a single hand-held device. During the event, Ingram Micro will poll attendees on varying topics including the business climate, market trends and new technologies. Results will be posted to Ingram Micro's Twitter feed: [www.twitter.com/IngramMicroInc](http://www.twitter.com/IngramMicroInc).

Ingram Micro's Fall System ArchiTECHS Invitational will be held August 21-23 in Atlanta, GA.

*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 150 countries on six continents with the world's most comprehensive portfolio of IT products and services. Visit [www.ingrammicro.com](http://www.ingrammicro.com).

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