

Channel Chief View

How To Become Indispensable To Your Customers



Q. What does it take to become an indispensable partner?



Tim Ament, SVP, Advanced Solutions

A. Customers need and want an IT service provider who understands technology and how it impacts their business in material ways. To deliver this level of expertise and add more value, channel partners must continue to master the markets and specialize in the technologies and the businesses they support.

As an Ingram Micro partner, you gain direct access to nearly three dozen field-based technical consultants throughout the U.S. who can help you do that and more. We also offer an impressive proof-of-concept Solutions Center and our leading-edge Cisco Experience Center in Buffalo for the ultimate 'try-before-you-buy' experience.



Paul Bay, Group President, Americas

A. IT service providers need to ensure they remain relevant and resourceful as the market's needs change and technology advances. It's imperative that channel partners evolve their business and their value proposition to respond to and reflect on what is top of mind in the markets they serve.

Training, education and enablement are areas where Ingram Micro delivers unrivaled value to our channel partners. From our Professional Services and Training organization to our Advanced Solutions organization and in-house creative services team, Agency Ingram Micro, we have what you need to ensure your business leads versus follows and that the customer experience you promise and deliver is nothing short of exceptional.



Nimesh Davé, EVP, Global Cloud

A. Move fast, choose wisely and do more with more. Don't hesitate to reinvent yourself and become more specialized. It's a hyperscale game—and, in order to win, channel partners need to build advantage and deliver exceptional service. Make it easy for your customers to connect with you and buy from you.

The Ingram Micro Cloud Marketplace and Cloud Store are proven to automate operations and speed the sales cycle by orchestrating multivendor cloud solutions that accelerate business growth and keep customers engaged.



Kirk Robinson, SVP, Go-to-Market

A. It comes down to relationships and results. Knowing who to go to when you can't get it done yourself is vital to success. Saying 'no' to an existing customer can cost you the business you have and certainly the business you don't. Take time to create and nurture a partner ecosystem you can trust to make you indispensable.

At Ingram Micro, we encourage and enable our sales team to seek out opportunities to grow your expertise and enhance the customer experience you deliver. From initial assessments to design, deployment and management, Ingram Micro is here to shorten the sales cycle and simplify your success.



To learn more about how Ingram Micro is helping channel partners shorten the sales cycle and grow business faster, visit www.ShortenTheSalesCycle.com.