

100 People You Should Know

Be Indispensable And Say Yes To Your Customers

Being able to say yes to your customers' IT business needs starts with having the right relationships and resources in play to scale success and deliver an exceptional customer experience. Led by Darren Gottesmann, one of this year's "100 People You Should Know," the Ingram Micro SMB Alliance is doing just that and more for channel partners across the U.S.

CRN: What makes the Ingram Micro SMB Alliance unique?

DARREN GOTTESMANN: The SMB Alliance is a partner-led community that cares and creates opportunity and advantage for its more than 200 members. We take our channel partners' success seriously and invest in the resources and relationships needed to scale their success and say yes to their customers.

CRN: The right financing can make or break a deal. What's Ingram Micro doing to help channel partners close more business?

DG: Our portfolio of financial solutions covers the business needs of both the channel partner and the customer, and our ask is simple: 'You bring us the deal first and we'll help you finance it.' With a growing portfolio of flexible and creative financing options, we're helping our channel partners land and expand more deals.

CRN: More SMBs are using cloud services to gain advantage. Is today's SMB channel partner positioned to win in cloud services?

DG: Absolutely. More than 40 percent of Ingram Micro Cloud's revenue comes from our SMB channel partners and that's not by coincidence. We've made cloud simple for our channel partners to sell and for their customers to consume. Using the Ingram Micro Cloud Marketplace, channel partners are able to procure, provision and bundle cloud solutions fast.

CRN: The skills gap remains a challenge. What's Ingram Micro doing to help channel partners?

DG: Ingram Micro Training & Professional Services empowers our channel partners to say yes by offering the talent, training and expertise needed to win. From assessments to advanced multisite solution deployments, Ingram Micro has the team, training and services channel partners need on demand to grow and be indispensable to their customers.



DARREN GOTTESMANN
Director of SMB-US Sales

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To learn more about Ingram Micro SMB Alliance, visit shortenthesalescycle.com.