



# Channel Chief View

## Be Your Customers' MVP



### What's changing the game and how is Ingram Micro making the MSP the MVP?



**Kirk Robinson**, Chief Country Executive, Ingram Micro U.S.

**A.** The DIY mentality is dangerous for the IT channel. IT services is a team sport. The most successful channel partners are those who recruit and build a team of high-performance associates and business partners who want to grow together.

At Ingram Micro, we invest early and often in areas where our channel partners need us most. This includes advanced solutions, business intelligence, cloud, communities, financial services, marketing, training and professional services, as well as your block-and-tackle portfolio of established and emerging technology products, solutions and services.



**Tim Ament**, Senior Vice President, Advanced Solutions

**A.** Designing and deploying advanced solutions and services requires the right resources. Without them, channel partners risk losing the business of current customers, as well as prospects. This is an area where Ingram Micro excels by keeping the ask simple: "You bring us the deal first and we'll help you finance and deploy it."

With a growing portfolio of professional services and flexible and creative financing options, we are helping our channel partners land and expand the business and quickly become their customers' MVP.



**Tim FitzGerald**, Vice President, Cloud Channel Sales

**A.** The move to "Anything as a Service" (XaaS) is changing the way we market, sell and consume technology, and placing greater emphasis on customer experience and consumption models.

To keep channel partners at the top of their game, Ingram Micro offers a team of cloud experts across sales, marketing and technical support. We also developed the unrivaled Ingram Micro Cloud Marketplace, featuring field-tested, pre-integrated Software as a Service (SaaS) solutions from the industry's most popular and fastest growing cloud vendors. For those looking to open up their business to infinite potential, Ingram Micro Cloud Summit 2018 is a game changer. <http://ingrammicrocloudsummit.com/>



**Scott Zahl**, Vice President, Advanced Solutions

**A.** We work in an industry of iterative innovation. Emerging technologies are everywhere, and staying on top of what's next isn't always easy or affordable. That's why Ingram Micro introduced its emerging vendor initiative, which brings to market technologies, services and solutions channel partners don't often find within distribution.

In addition, Ingram Micro Link solves for strategy, specialization and support needs, offering channel partners 24/7 online access to proven service professionals, engineers, technicians and trainers equipped and ready to plan, implement and manage legacy and leading IT products, solutions and services. <https://ingrammicrolink.com>.

