

100 People You Should Know

Realize the Promise of IoT with Ingram Micro

Q. Where is the opportunity in IoT for the channel?

A. The IoT market is expanding fast. IDC estimates IoT-related consulting and integration services are expected to total \$14.3 billion over the next three years. For the channel, this represents compelling market expansion opportunities and another revenue stream. Yet, in order to capitalize on IoT, new partnering strategies and solution selling skills are required, as well as more awareness and advanced security.

Additionally, partners must recognize not all IoT solutions are created equal or are secure by design. To help simplify the search for the right IoT solutions, Ingram Micro launched the IoT Marketplace—a centralized, one-stop shop for partners to learn about the IoT solutions, components, kits and services offered. The Ingram Micro IoT Marketplace also provides access to a host of sales-enablement, deployment and training resources that can make a critical difference in serving your customers.

Q. How are you helping solution providers to fill gaps in their IoT offerings?

A. Through Ingram Micro's Practice Builder Program, we are providing partners with a strategic roadmap of their IoT business and a report card that identifies their core capabilities and gaps. Partners also can leverage the IM Link program, which provides 24x7 online access to IT professional services throughout the entire technology life-cycle. Wherever our partners have gaps or whatever they need help with, they can come to Ingram Micro. We can give them the tools to do it in-house, build up the capabilities internally, or engage with an established ecosystem designed to grow their business through collaboration.

Q. When it comes to IoT, what makes Ingram Micro the go-to partner for the channel?

A. There is nothing more important in a partnership than people you can trust to do right by you and your customers. Ingram Micro has a dedicated team of resources and industry experts who can help partners accelerate their IoT journey and keep them ahead of the market. Our IoT Process is the foundation we use to ensure our partners know all the key considerations of an IoT project. We make the IoT sales, procurement, and implementation process easier and more profitable for our partners.

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Eric Hembree
Director, IoT

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To learn more about Ingram Micro's IoT portfolio, visit iot.ingrammicro.com.