

# CRN WOMEN *of the* CHANNEL

## Shortening Your Sales Cycle to Success



**Jennifer Anaya**, Vice President, Marketing

Ingram Micro has invested in all levels of the technology life cycle to give partners an advantage, whether they are veterans in a certain technology category or adopting an expertise in a new market. We've moved from a distributor to an indispensable business partner that adds value and helps build the business.

One of the more creative ways we do this is through Agency Ingram Micro. Over the years, our full-service, award-winning marketing agency has worked with 40-plus channel partners to develop a brand that sticks and offers a winning value proposition that will foster a dynamic culture, open more doors and close business faster. ([www.agencyingrammicro.com](http://www.agencyingrammicro.com))



**Holly Garcia**, Executive Director, Major Accounts

At Ingram Micro, we work to earn our channel partners' business every day by being a trusted advisor, and amazing and delighting our partners at every turn. Our value-added resources come from three distinct categories: learn, grow and innovate. Nine times out of ten, if a channel partner has a need, we have a resource, service or solution that can help.

For us, it's never about speeds and feeds; it's about building relationships that result in the best business outcomes for everyone involved.



**Renée Bergeron**, Vice President, Global Cloud

Ingram Micro has simplified success in the cloud for the IT channel. Cloud was supposed to disintermediate distribution and the channel partner. Instead, the channel owns the cloud. It's the new norm, and everyone wants in.

To speed the sales cycle, Ingram Micro introduced the Ecosystem of Cloud—the only place where MSPs, CSPs, ISVs and end users can fully manage their cloud businesses from discovery through consumption with the quality backing and support of Ingram Micro. With these platforms, channel partners have a springboard to tap into this digital revolution and close more cloud business. ([www.ingrammicrocloud.com](http://www.ingrammicrocloud.com))

POWER 100



**Susan O'Sullivan**, Executive Director, Advanced Solutions

Ingram Micro helps our channel partners grow their businesses with support from our dedicated business units, such as Cisco, Cloud and Professional Services. The latter includes myriad professional services such as training, asset disposition, and security and wireless assessments.

Using our business intelligence, field engineers and market expertise, we help channel partners understand, anticipate and respond to the changes going on within the general marketplace, as well as with the manufacturer community, and prepare them for success now and in the future.



**Jennifer Johnson**, Senior Director, Marketing

It comes down to smart networking and strategic partnerships. Both help Ingram Micro shorten the sales cycle and simplify success for our channel partners.

With so much opportunity and challenge out there, channel partners cannot afford to go it alone. Ingram Micro offers the resources and support needed to grow your business faster and more profitably. Our communities represent many of the industry's best channel partners and industry influencers, and are a great way for channel partners to learn and network with peers and receive business-building benefits they just won't get anywhere else.

To learn more about how Ingram Micro is helping channel partners shorten the sales cycle and grow business faster, visit [www.ingrammicroadvisor.com/salescycle](http://www.ingrammicroadvisor.com/salescycle).

