



SHORTEN THE SALES CYCLE

Driving Revenue and Growth with Ingram Micro's Partner Technical Enablement

To expand into fresh markets and complement existing offerings, solution providers must learn, innovate and grow their expertise in new technology solutions—an often time-consuming, resource-intensive task. Ingram Micro's Partner Technical Enablement organization removes the guesswork and investment by providing partners with comprehensive, pre- and post-sales technical consultative services based on its technology knowledge, market expertise and sales practices.

LEARN

Organizations are under pressure to transform into digital enterprises that can quickly launch new products or services, enter new markets and respond to customer feedback. To accomplish those goals, they need solution-provider partners who can deliver integrated systems that empower new, secure workflows with cloud-based, hyper-converged technologies.

For many channel partners, learning new and complementary technologies is an expensive, time-consuming proposition, but not doing so means risking lost profits and customers. Ingram Micro helps ease the burden by providing a range of end-to-end technical services.

At the core of digital transformation lie technologies such as hyper-convergence, mobility, cloud and security.

The need for those solution sets is apparent: The hyper-converged market is expected to have reached \$800 million by the end of 2015, according to analysts at IDC, and to hit the \$1 billion mark soon after. The cloud high-performance computing (HPC) market is slated to reach almost \$11 billion by 2020, versus \$4.4 billion in 2015, estimates MarketsandMarkets. And the global application virtualization market will double to \$2.6 billion in 2020 from \$1.3 billion in 2015, Research and Markets predicts.

Mobility, too, continues to gain even more traction across verticals. The enterprise mobility management market will be worth more than \$3.2 billion by 2020, projects Strategy Analytics, which also predicts that organizations will spend \$63 billion on mobile enterprise apps in five years. Meanwhile, the bring-your-own-device (BYOD) space is slated to hit \$225 billion worldwide by 2020, according to Grand View Research.

Partly spurred by myriad high-visibility breaches over the past year, cybersecurity spending continues to rocket, with MarketsandMarkets projecting it will reach \$170 billion by that same year. According to Gartner, security spending will continue to increase 8 percent to 9 percent through 2018.

By providing end users with a single source for their infrastructure, security and mobility needs, solution providers increase sales and profits, cement client loyalty and reduce customer churn. They also increase employee satisfaction and retention by exposing top technical talent to new products and technologies.



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INNOVATE

Recognizing that limited time and resources hamper many solution providers' ability and desire to learn new technologies and manufacturer products, Ingram Micro formed the Partner Technical Enablement (PTE) organization, a pre- and post-sales team that educates partners as it works with them on client engagements.

Founded in October 2015, PTE combines field technical consultants, technology solution engineers and Solution Center engineers into a 45-person operation. The organization is designed to help Ingram Micro partners capture a greater share of both traditional and emerging market opportunities by facilitating and accelerating their ability to learn, innovate and grow throughout the lifecycle of technology solutions.

For many channel partners, **learning new and complementary technologies is an expensive, time-consuming proposition**, but not doing so means risking lost profits and customers.

PTE delivers comprehensive consulting services based on technical reference architectures, market awareness and sound sales practices. This expertise is transferred to solution providers, resulting in a competitive advantage and the ability to serve new markets and deliver new technologies.

To accomplish its goal, PTE currently focuses on the following technologies:

Hyper-convergence

This includes storage, compute and networking, coupled with a software-centric mentality around architecture. The increasingly popular solution set helps enable private or hybrid cloud, an approach many solution providers increasingly recommend as the future of clients' data centers.

Mobility/Cloud

Solution providers increasingly recommend the cloud as an application-delivery platform, which melds with and supports enterprises' adoption of mobile solutions and apps. However, as organizations look to modernize and digitize their apps and business processes, they seek additional cloud-based solutions that go beyond software to deliver workflow enhancements that improve competitiveness and productivity, cut costs and enhance the ability to enter new markets or lines of business.

Those solutions must encompass network, data, server, user and endpoint security. Because of this, there's no single device or software; rather, solution providers must integrate multiple offerings into a holistic solution that addresses all potential vulnerabilities.



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Security

Security is a common thread that runs throughout organizations, apps and processes. By understanding an organization's business, workflows and infrastructure, solution providers are well positioned to recommend and implement the most appropriate forms of security to safeguard data and systems with the least amount of inconvenience.

Internet of Things (IoT)

At the intersection of multiple technologies—mobility, Big Data, security—sits IoT, a universe of interconnected objects, people and back-end systems designed to yield data-rich experiences and enhance efficiencies. Research firm Gartner projects that 9 billion devices will be connected by 2018 and IoT will generate \$7.1 trillion in annual sales by 2020. For solution providers, IoT presents unlimited opportunity, but partners need to become experts in deploying highly scalable, secure networks, customizing solutions and integrating applications and infrastructures.

PTE also works closely with leading manufacturers, including Cisco, Citrix, Dell, F5, HPE, IBM, Intel Security, Juniper Networks, Lenovo, RSA Security, Veeam and VMware. When it comes to recommending solutions, however, PTE maintains a manufacturer-agnostic stance, focusing on the most suitable products and services for each deployment.

What's more, PTE provides more than technology and manufacturer expertise. Through its technologists' combined experience and knowledge base, PTE helps solution providers avoid costly mistakes. By sharing best practices and insight, PTE helps partners make stronger recommendations for clients and better decisions for their own investments

GROW

By leveraging PTE, solution providers access Ingram Micro's immense wealth of best practices and industry knowledge, preventing partners from betting on the wrong technology horse and allowing them to invest in the right technology at the right time for the right client base.

When they team up with Ingram Micro PTE, solution providers have free access to pre- and post-sales support.

Pre-sales support includes:

- Assessment of customers' business needs, including the completeness, efficiency and effectiveness of existing systems
- Evaluation of solutions to determine the best products and services to produce desired outcomes for customers and end clients
- Proof-of-concept, or demonstration of systems, to show how solutions will work and whether expanded deployments are warranted



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- Consulting, including the scoping of complementary products and services, as well as ongoing staffing and support needs, that contribute to the total cost of ownership

Post-sales support includes:

- Solutions deployment, with Ingram Micro-trained and -certified technicians performing product installations or assisting solution providers with installation
- Hosting services – virtual and cloud-based—from data centers owned and operated by Ingram Micro or its hosting partners
- Migration services from Ingram Micro technicians to assist with transferring data assets, including software and files, from legacy systems to new on-premises or hosted systems
- Technical support, including diagnosing and troubleshooting products and services
- Managed services support, with Ingram Micro providing expert guidance and assistance in the remote monitoring and management of end-user systems

By leveraging PTE, partners increase their growth two to three times faster than other solution providers. That fast track to expansion is a direct result of working with PTE and gaining access to best practices, technical resources, insight and risk reduction. PTE works closely with other Ingram Micro groups, too, guiding partners to additional resources—such as vertical market, cloud and professional services—when appropriate.

And because PTE's offerings focus on educating partners and providing them with best practices and repeatable solution frameworks, not quick fixes, those solution providers become more adept at implementing, optimizing and maintaining solutions, increasing their chances for long-term success.

By teaming up with PTE, Ingram Micro solution providers tap into a dedicated group of technical experts who help partners develop and strengthen their businesses, resolve end-user needs and achieve above-average growth.

MORE INFORMATION

PTE playbook: <http://www.ingrammicroplaybook.com/pte>

