Ingram Micro Cloud

Become Our Partner Today!







Ingram Micro, a Microsoft Indirect Cloud Solution Provider, is an industry leading distributor of cloud solutions focused on Azure, Modern Workplace, and Dynamics 365.

In the complex cloud economy, we are proud of our role in making our partners' road to success with Microsoft simple and clear. We focus on streamlining and creating a success formula for partners that will help them optimize their business growth. We do this with over 20,000 partners around the globe every day. Ingram Micro invests in our people, platform and partner programs to reach and teach partners of all sizes – from the smallest local reseller through to the largest global managed services providers (MSPs).



- Platform and Services
- Industry Leadership
- **Strong Communities**
- Hear From Our Partners

Partner Programs

Robust programs designed to accelerate time-to-revenue

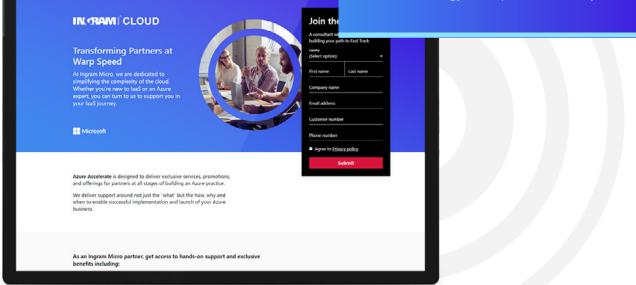
Ingram Micro's various programs provide Cloud Solution Providers (CSPs) comprehensive tools and services that are designed to help reduce the complexity in understanding cloud solutions and how they address customer needs. CSPs in the Accelerate programs receive marketing and sales assistance, competency training, certification exam vouchers, preferential pricing, and more. Thus, helping them attract new customers and close more deals while helping customers get to cloud maturity. We also provide programs specific to ISVs, partners with advanced technical capabilities as well as programs with different flavors of enablement tracks. CSPs can participate in program of their choice to gain competency across the entire Microsoft IT stack.

Azure Accelerate Program

The Azure Accelerate Program, created with the influence of SureStep, enables over 2,500 registered partners across the entire laaS lifecycle. It delivers exclusive services, promotions, and offerings for partners at all stages of building an Azure practice. It delivers business model transformation for Cloud Services.

"[Ingram] also has such a great partner program [for Azure] that in working with them we are incented to provide great service and, therefore, are able to provide great service at a cost that is appreciated by customers."

Eric Hendrickson
 Chief Technology Officer, Provisions Group



Modern Workplace Accelerate Program

Modern Workplace Accelerate is a program designed to deliver exclusive services, promotions, and offerings for partners to achieve depth and scale in Office 365 and Microsoft 365. CSPs in the Modern Workplace Accelerate program receive marketing and sales assistance, Microsoft 365 Fundamentals

and advanced Security and Teams technical training, preferential pricing, free migration to Microsoft 365, 24/7/365 L1 and L2 partner and end-customer support and more, helping them attract new customers and close more deals while helping customers get to cloud maturity.

"Through the Modern Workplace Accelerate Program we were able to train our staff, get free AvePoint migration for our clients and offer extended support not only to our inside team, but to our clients directly."

- Michael Contento CEO, My Blue Umbrella

IN RAM CLOUD

Modern Workplace Accelerate loving Partners at Light Spe

n Micro, we a lifying the ce expert, you can turn to

M365 - 45 Day Promo (US) Free Migration Promo Flight A

Microsoft



Si Business Developmen & Marketing Services

Join the program

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Modern Workplace Accelerate is a program designed to deliver exclusive services, promotions, and offerings for partners to achieve depth and scale in Office 365, Microsoft 365 and Dynamics 265

We help partners grow their Modern Workplace business and unlock opportunity with each successful transaction. Partners need to answer

Dynamics 365 Accelerate Program

Dynamics 365 Accelerate is a program designed to: 1) help Microsoft partners start or 2) grow a Business Applications practice. We have developed a Global Dynamics Professional Services Practice so our partners don't have to. Our partners can be a player in the Dynamics cloud without risk, investment, or experience. We have all the GTM and enablement materials our partners need to engage their customers with the Dynamics 365 Customer Engagement and Business Central proposition. With Practice Development, Marketing Automation, and Demand Generation services to go along with turnkey CRM & ERP packages delivered by Microsoft's best Dynamics 365 partners - Ingram Micro brings the Indirect Provider channel's first true partner to partner program to life.



"Ingram Micro has done a fantastic job of blueprinting and executing on the P2P motion this year. Bridging the gap between Dynamics and Modern Workplace is vital to our strategy this year and beyond, and Ingram Micro has accomplished tremendous work towards building the plan for the new three-cloud partner!"

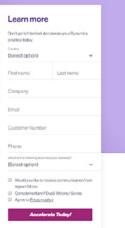
> David Werner Territory Channel Manager, Microsoft



If you could accelerate your business, grow your customer base, and increase your profit margins with t simple click of a button, wouldn't you? With lingram Micro Cloud, you can.

Why sell Dynamics 365?

Cur basitess will be stronger, your customer churn will be lower, and you will tap into an increable spontarity grown women in the boorning SauS business applications manufar. Our Dynamics 365 constraint program will mare you an instant player in the D365 Coud, and pull through more Azura and dedem Wongkace business.

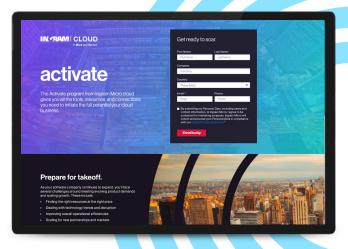


ISV Activate Program

The **ISV Activate program** helps Independent Software Vendors take the risk out of migrating to the cloud, assists in developing and executing a goto-market strategy and optimizing their cloud management model.

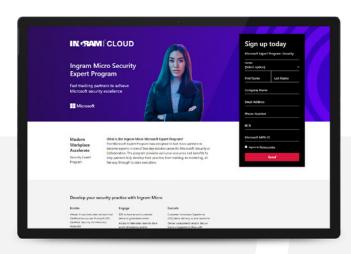
"I feel more confident in making technical decisions after being armed with the knowledge and understanding of the options in front of me."

Zach Vorwaller
 CTO, PrologMobile



Microsoft Expert Program: Security

The **Microsoft Expert Program** was designed to fast track partners to become experts in one of two key solution areas for Microsoft: Security or Teamwork. The 3-month program provides exclusive resources and benefits to help partners fully develop their practice; from training, to marketing, all the way



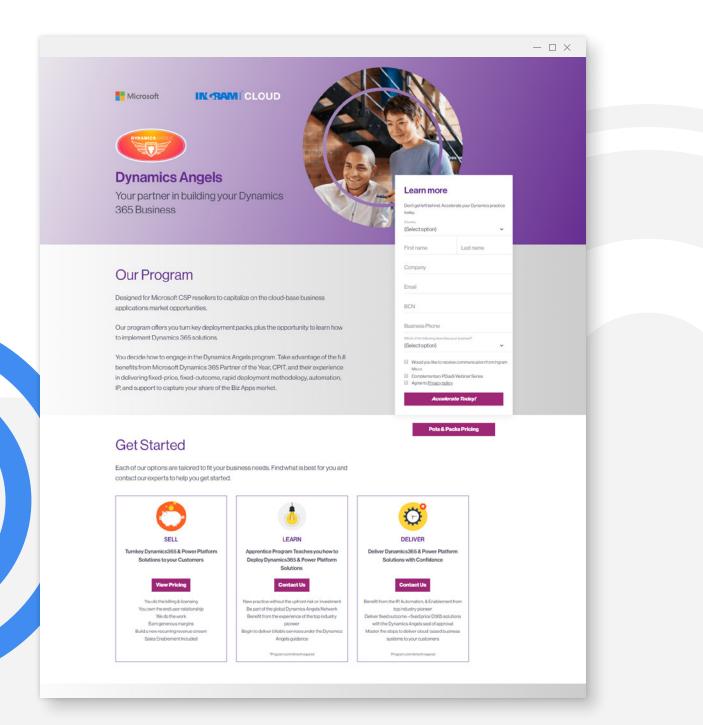
through to sales execution with 1:1 business guidance from a dedicated Ingram Micro Security BDM. Ingram Micro's investment in accelerating 120 partners globally on developing a security practice with Microsoft 365 Business Premium. As part of the program, partners receive dedicated business planning, an executive opportunity to fly to Redmond, WA for a Microsoft Security EBC, Microsoft MS-500 certification training, marketing development funds (MDF) for Microsoft 365 demand generation, funded CSAT security assessments to use for Microsoft 365 customer opportunities.

Dynamics Angels Program

Dynamics Angels is a program exclusively available to Ingram Micro partners. Developed in concert with Cooper Parry IT, 2019 Dynamics Partner of the Year, we offer our partners the opportunity to sell, learn, and deliver repeatable D365 solutions.

CPIT & Ingram Micro Cloud join forces to deliver both capacity & competency to the Dynamics 365 channel.

Ingram Micro partners benefit from the experience in delivering fixed-price, fixed-outcome, rapid deployment methodology, automation, IP, and world-class support. Available in 16 Ingram Micro Cloud Markets, Dynamics Angels offers the first truly global Dynamics Partner-to-Partner program.



Platform & Services

Unmatched level of platforms and services through continuous investment

Azure Expert MSP

Ingram Micro is the only Azure Expert MSP certified indirect provider to this date. Azure Expert MSPs are required to demonstrate "top tier expertise" in managed services, spanning initial assessment through to architecture and design, in addition to ongoing support, security and optimization. The certification enabled us to "further assist" partners in building their own businesses by extending services and expanding offerings. For cloud resellers, Ingram Micro Cloud also offers the ability to white label our Microsoft Azure professional and managed services.



"Ingram Micro recently received their certification as a Microsoft Azure Expert Managed Service Provider! This is a HUGE accomplishment for organizations, helping set them apart as top providers for Azure"



Gold Microsoft Partner Azure Expert MSP

Gavriella Schuster Corporate VP, One Commercial Partner, Microsoft



Ingram Micro Center of Excellence

Staffed with 45 highly experienced engineers, the Ingram Micro Azure COE provides specialized training, support, managed services, solution architecting, and consulting services to Azure customers and partners. The Azure Expert Services bundle at the heart of the Ingram Micro COE combines the CloudCheckr tool with deep specialized knowledge to provide Ingram partners and customers with a number of free services. Every Azure subscriber benefits from these services. The Azure COE leverages the skills of veteran engineers with expertise in a range of technologies and disciplines, including:

Serverless Architecture

- and API technologies
- Advanced and Hybrid Networks
- Advanced and Hybrid
 Networking Architecture
- Automation and Templating for DevOps
- Containerization and Hyper-Scaling
- Security Architecture
- Cloud Optimization
- Assessment and Migration
- Management and Monitoring (24x7)



"The COE is a proven method for managed service providers to develop their skills, deepen their capabilities, and increase their capacity. The COE enables our partners to deliver customer success in a repeatable and profitable way, ensuring transformation and growth in the digital transformation economy."

> **Eduardo Kassner** CTO, One Commercial Partner, Microsoft

The extensive skillset and experience of these seasoned engineers are complemented with the cutting-edge knowledge of new hires straight out of college. Ingram Micro is committed to nurturing new talent amid our established pros.

With our Microsoft Azure COE, Ingram Micro combines human expertise and experience with proven solutions to give its partners the insight, experience, and best practices they need to assess, plan, prepare, migrate, optimize, and manage their workloads in the cloud.

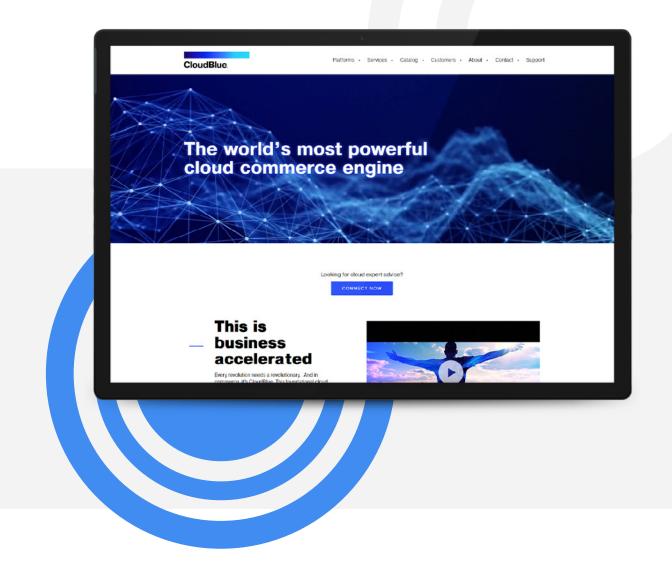
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CloudBlue built on Azure – the world's most powerful cloud commerce engine

Ingram Micro has transformed from a traditional IT distributor and cloud aggregator to a software powerhouse, with our CloudBlue commerce platform on Azure. 750 developers work on this cutting-edge cloud management platform, a hyperscale technology. As a co-sell partner, Ingram strives to enable every partner in their digital transformation journey.

CloudBlue is a modular, scalable, extensible, and

secure carrier-grade platform that enables the profitable, end-to-end delivery of services, including onboarding, automation, aggregation, distribution, go-to-market, and support. This complete turnkey system fills the gaps left in existing systems or replaces existing ordering, service catalogue, billing, provisioning, and operations management platforms while easily integrating with back-office systems.



Ingram Micro's award-winning Cloud Marketplace



Best Cloud Computing Marketplace, ChannelPro Network, Gold Winner 2017, 2018 and 2019

Ingram Micro Cloud Marketplace is the world's largest marketplace of leading digital products and services. Partners can instantly purchase and provide hundreds of SaaS and IaaS services to their end customers as well as access go-to-market strategies, technical and back-office tools, and support. They also can access the marketing and sales collateral needed to propose and deliver complete solutions to their customers as well as reduce time to market and grow revenue. With Cloud Marketplace, companies can quickly scale their businesses, increase profitability and adapt to industry changes.

- Serverless Architecture and API technologies
- Advanced and Hybrid Networks
- Advanced and Hybrid Networking Architecture
- Automation and Templating for DevOps
- Containerization and Hyper-Scaling
- Security Architecture
- Cloud Optimization

"Ingram Micro Cloud allows us to move quickly and spend less time on provisioning and administration tasks. We can have a new service up and running for a client in just a couple of hours."

Alex Reilly
 Senior Engineer, Olsen Technology

Go-to-Market Hub

The Go-to-Market Hub provides a comprehensive set of go-to-market automation tools, from sales enablement and digital marketing resources to industry insights and education, all in one place. It's a source for partners' sales and marketing teams to learn about and market software as a service (SaaS) and infrastructure as a service (IaaS) products. Features include a standardized set of product and solution playbooks, digital marketing campaigns, interactive sales tools, industry news, market insights, and updates about vendors and products. It can be accessed by logging onto the Ingram Micro Cloud Marketplace.

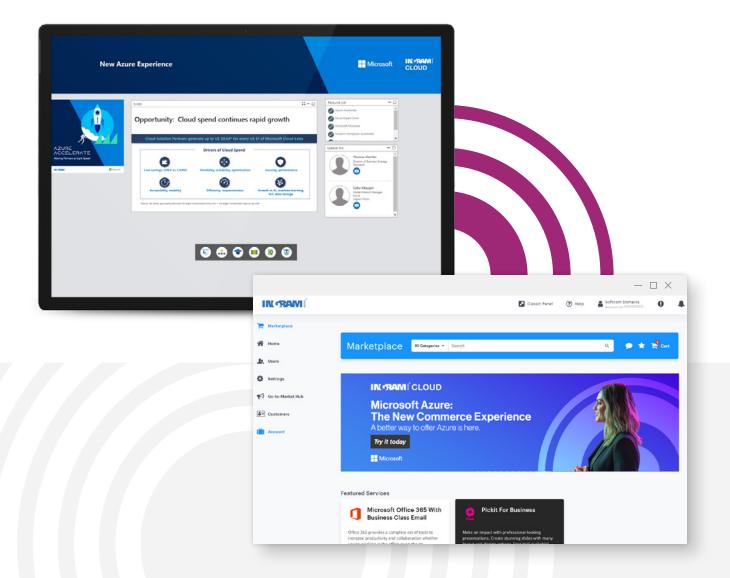
Microsoft Dynamic	s 365				
Microsoft Morsoft enables digital transformation to give you an intelligent edge. Its mation is to empower very persons to every organization on the planet to exhere more.	Campaign Overview The Microsoft Dynamics 365 starter marketing campaign is a set of strategic, integrated marketi assets. It uses emails, landing pages, forms, and interactive marketing to promote enterprise res planning and outsomer relationship management applications. And it motivates your end custor purchase an ail-in-one business management solution.	ource			
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New Commerce Experience for Azure (NCE Azure)

Ingram Micro Cloud is the first indirect provider to connect the marketplace with Microsoft's New Commerce Platform to make partners transition as frictionless as possible. We're committed to making partner's transition to new commerce experience quick, easy and profitable.

Our technical and operations team spent countless hours participating and contributing from co-design session to roundtables to assist Microsoft in bringing NCE Azure to partners in market while our partner-facing resources focused on enabling our partners through webinars and trainings on the new features and changes.

As an Indirect CSP partner transacting on Ingram Micro Cloud, partners can continue to enjoy the ease of making transactions through our Cloud Marketplace, while also benefiting from eligible incentives by upgrading to the new commerce platform -- without a complex and costly transition to the new platform.



Industry Leadership

Unique events and thought leadership to bring more value to our partners

Ingram Micro Cloud Summit

Today, resellers and service providers need to be agile while evolving their cloud businesses more and more quickly. Ingram Micro Cloud Summit has become a must-attend event in the industry. Ingram Micro Cloud Summit 2020 is an event focused on agility and speed—with every aspect designed to give partners access to the fastest-growing market today as well as the emerging markets of tomorrow.

Watch 2020 On Demand and Register for 2021 to join us for this must-attend event.

Register Now



Comet Competition 2.0 – A Responsibility and a Commitment

As an industry leader in go-to-market innovation, Ingram Micro Cloud is always looking for new ways to support the next wave of technology companies. That's why we have launched the **Comet Competition—the only challenge dedicated to**

discovering talented B2B independent software vendors (ISVs) and funding their trajectory to channel market success.

With the opportunity for companies to compete for over \$4.5M in go-to market (GTM) funds, while building a lasting business relationship with Ingram Micro Cloud, the Comet Challenge aims to accelerate the success of the most promising startups under the stars. This competition is supported in part by Microsoft as part of a partnership between Microsoft's Microsoft for Startups group and Ingram Micro Cloud. Our goal is to accelerate the success of the most promising startups under the stars.



"Ingram Micro is a very important partner of Microsoft. We have a very long history of success together. And I've been most impressed with the transformation that Ingram Micro is going though. The amount of value Ingram Micro is providing to the partners today, it is really impressive."

> David Willis CVP, US Partner Group, Microsoft



Strong Communities

Ingram Micro & Our Partners

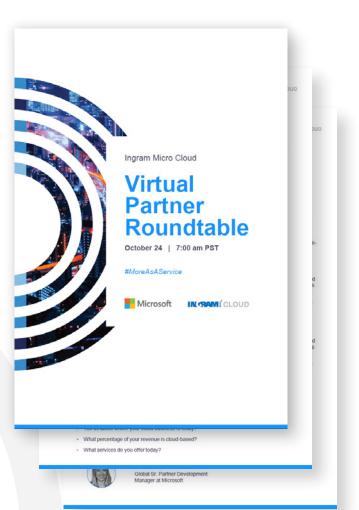
COVID-19 Response

Our financial group immediately launched new financial terms and programs as a business sustainability initiative for both our partners and theirs to continue the momentum that existed pre-COVID. We extended \$110 million in additional credit with the Kick Start Financing Program, waived financial service fees, offered exclusive payment terms to partners and launched Future Funds Program to support partners during the COVID-19 crisis.



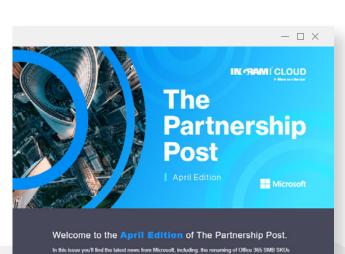
Partner Roundtables

Understanding and responding to our partners' needs have always been our number one priority. This year, we were able to run several virtual and in-person roundtables in multiple countries with Microsoft executives and Ingram Micro executives to hear partners' experience and opinions.



Monthly Partnership Post

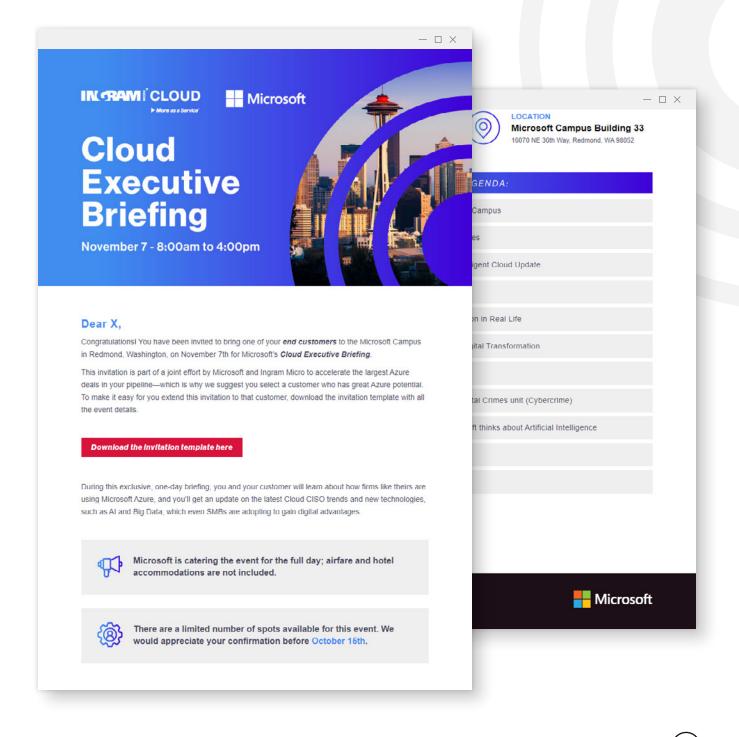
In collaboration with the Microsoft team, Ingram Micro is able to produce a monthly partner-facing newsletter with updates related to Azure, Dynamics and Modern Workplace. The Partnership Post not only highlights the top news from Microsoft but incorporate ready-touse Ingram Micro Cloud channel offerings, updates, promotions to motivate our 20,000+ Microsoft CSP partner base to grow their Microsoft business.



In this issue you'll find the latest news from Microsoft, including: the renaming of Office 365 SMB SKUs to Microsoft 365, Microsoft's commitment to Cloud Services Continuity, the shift of Microsoft Inspire's annual partner conference, and Office 365 E1 trial availability. Plus, a list of upcoming webinars, events Modern Workplace Update Diving into Dynamics ing to help you brush up on what's new within Azure. Modern Workplace, and Dynar Download The Partnership Post in detail New Dyna Available. oft Business Voice nov available to CSP partners in US and additional geographies. Limited tim tro offers News from Microsoft ure Active Directory Premium 1 mes to Microsoft 365 Business RM. and 45 \bigcirc ics 36 Microsoft renames its Office 365 SMB SKUs to Microsoft 365: Changes effective April 21, 2020. Microsoft Cloud Services Continuity: Vicrosoft 365 Cloud Solution Provider Updates. 0 Agenda for the surge in Microsoft Tea and Windows Virtual Desktop Usage. (+) Microsoft Inspire 2020 Shifted: Stay tuned for the news on the revised delivery. Changes to Education Customer Validation in CSP: How-to Resubmit N Denied Cust Upcoming Monthly CSP Spotlight Webinars: Register and join these live monthly webinars for the latest CSP, New Commerce Experience hot topics and **Webinars** and Events Microsoft's Partner Commu for upcoming training, web-nity calls, and office hours. ity Hot Sh Download The Partnership Post in detail f y 0 ent | Terms of se 3351 Michelson Drive, Suite 100 Irvine, CA 92612, United States

Partner Executive Briefing Center Experience

In collaboration with the Microsoft team, we were able to create a unique experience for our top partners throughout the year. We ran over five Executive Briefing Center events with our partners. For one of the events, we invited our partners' end customers as an opportunity for our partners to win new customers, making the experience even more valuable.



Hear From Our Partners

My Blue Umbrella (MBU) – Canada

Since training their staff through Ingram Micro's Flight Academy – Advanced training towards Security Administrator Certification, MBU has increased MRR by 20% - a running trend amongst partners who get MS-500/MS-700 certified with Ingram Micro worldwide (Average: 20-30% growth, 2 months post-training).

The right partnerships matter. My Blue Umbrella has made a name for itself by changing the way companies think of IT—combining managed and cloud services to streamline business and drive growth. As a leading cloud solution provider (CSP) in Canada, My Blue Umbrella created their WORKanyPLACE solution to deliver increased productivity, better collaboration and tighter security—all through one solution. Through Ingram Micro's Modern Workplace Accelerate Program, My Blue Umbrella has been able to build a strategic relationship with Microsoft to power their business solutions using Microsoft 365. The Modern Workplace program, available exclusively through Ingram Micro, is ready to deliver the same enablement, support and promotions for your business.



"Ingram Micro has really allowed our team to stay above the curve."

"Through the Modern Workplace Accelerate Program we were able to train our staff, get free AvePoint migration for our clients and offer extended support not only to our inside team, but to our clients directly."

 Michael Contento CEO, My Blue Umbrella



PrologMobile – ISV- USA

PrologMobile provides processors of used mobile devices with innovative, cloud-based data-as-a-service (DaaS) and reporting-as-a-service (RaaS) platforms that help decrease risks for the mobile device resale industry.

At any given time, the PrologMobile platform is analyzing nearly one hundred devices a second for 24 hours a day, supporting operations in four continents. Seeking a scalable solution to increase system usage while managing their costs, PrologMobile used Ingram's Azure Professional Services to analyze their environment and migrate to Azure. PrologMobile is continuing to partner with Ingram Micro for ongoing Cost Optimization Services to manage and optimize its cloud infrastructure.



"I feel more confident in making technical decisions after being armed with the knowledge and understanding of the options in front of me."

Zach Vorwaller
 CTO, PrologMobile

BlueSilverShift – Canada

Blue Silver Shift (BSS) are Azure Experts and have been partnering with IM for the past 3 years. BSS has been focused on helping ISVs modernize their infrastructure to the Azure Cloud. Recently, iQmetrix, a retail mgmt. software company, selected BSS and IM as their Cloud CSP provider to move their entire SaaS application, currently in 3 different on-prem data centres across North America, to Azure. BSS started with a cloud economic assessment to better understand how the Azure migration would fit iQmetrix's needs. IM brought more to the offer including Azure credits, free professional migration services and architectural support as the client shifts from an on-premises

mindset to a modern cloud infrastructure. This is a phased implementation that will realize \$400k in ACR this year and will grow to \$3m placing BSS in the top 5 Azure partners in Cda. BSS is now replicating this model across several ISVs with pay-as-you-go along with other Azure, security and management solution offerings for software companies where BSS adds strengths to cloud infrastructure and app modernization.



"We started out relying on Ingram Micro from a transactional perspective, but quickly realized that they are so much more. Their team helps us every day with access to programs, funding and technical support that help us grow and scale our business. The strength of our partnership allows us to provide solutions to our clients and win multi-million-dollar Azure contracts such as iQmetrix."

Craig Slack
 CEO, Blue Silver Shift

Northlight IT – United States

For many small businesses in the Stroughton, Massachusetts area, NorthlightIT is the trusted source for all things information technology. Northlight assists clients in aligning business goals and IT solutions to maximize overall ROI. By providing individualized attention, Ingram Micro has helped Northlight migrate from a more traditional-style company to a mature and fully-managed service provider, as Jeff Heather, Principal, has explained. Among their services are complete IT coverage, strategic IT consulting, data security and cloud solutions.

Northlight IT (previously branded as NCGIT) saw their Cloud business grow over 40% in 2018 by



expanding their portfolio and partnering closely with Ingram Micro. Today, Northlight IT is a top 5% Microsoft CSP and a 'Tier A' DropBoxpartner. Not only has the Northlight team implemented a significant portion of Cloud portfolio, but they have also become involved in various business and leadership opportunities, such as the Trust X Alliance community and the Masterminds program.



Proact – Netherlands

Within just one month after signing on, Proact has become Ingram's largest laaS partner in the Netherlands. Proact lies at the heart of the region's media focus, and their expansive portfolio has allowed Ingram to expand into the Northern European market while also assisting Proact in fulfilling their clients' goals.

PROACT

"Ingram Micro enables us and our customers to strive toward higher business models, and they assist us with acquiring prominent clients in the European IT industry. If it weren't for Ingram Micro, we wouldn't have many of our clients today, such as Bisnodeand Opera."

Mark van der Graag
 Account Manager at Proact

More from our Partners

"Ingram Micro Cloud makes it easy for partners to be successful. The collaboration between GreenPages' Cloud Enablement and Operations Experts and Ingram Micro's Cloud solutions architects is collaborative and complementary. Together we're able to offer an incredibly attractive and powerful solution that allows clients to deliver innovation for their business."

Tony Perfilio Director of Sales Excellence, GreenPages

"We wanted to leverage the experience and value that Ingram Micro could bring to the table. I have a good, longstanding relationship with Ingram, and the story was compelling and met all of our needs. The ability for us to come to market with a seasoned team that knows how to accurately assess and migrate an environment, augmenting our own abilities, is extremely useful."

Preston Strait
 Vice President of Engineering, Secure Retail Networks

"It is my pleasure to inform the leadership within Ingram Micro that you have an asset that I have not experienced in my 35 years of being in the channel. The amount of brainstorming and can-do attitude will deliver scalable results not only for our company but the channel as well as the manufactures. As you may know, your Marketing Team has completely changed the dynamics of the industry, and there's not another competitor that has the tools and commitment that you developed in the space."

Mark Evans
 SVP of Sales, Eagle Tech Corp.



More as a Service