



DATA SHEET

# Ingram Micro Cloud Marketplace



## Build and grow your business faster with instant access to leading cloud services

To maximize sales, you're focused on selling popular cloud products, but you want to grow faster and increase profitability. You may be worried that churn is too high and time to market is delayed. To accelerate time to revenue, you need a range of as-a-service offerings when your customers need them. You also need to streamline how they do business with you, simplifying your ability to evolve and scale. Doing this, you'll acquire new customers while reducing churn and growing long-term revenue.

As a cloud expert with a broad portfolio and an automation platform, you'll shorten your time to market, reduce operating expenses and expand your reach. Overall, you'll build a scalable business, boost revenue and quickly adapt to market changes.



**Largest comprehensive digital marketplace**



**Go-to-market automation**



**Customizable and brandable marketplace for end-customers**



**Free, localized modern support**

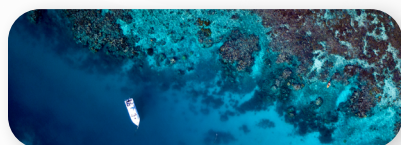


**Effortless platform integrations**



**Click-to-deploy solutions into the cloud**

## Ingram Micro Cloud Marketplace helps solve key business challenges for Partners



### **Deliver cloud solutions when your customers need them**

Without the right portfolio, you risk losing customers. Diversify your offerings and get to market faster with Marketplace. You'll meet your customer's cloud business needs and grow customer retention and profits.



### **Become your customer's trusted cloud expert today**

Keeping up with the cloud market is costly and slow. Become a cloud expert with product info, market insights and marketing tools in one place. You'll gain customers, maximize conversions and improve sales.



### **Streamline your standard operating procedure (SOP)**

Manual, fragmented tasks stop you from scaling. With automated backoffice operations, you can consolidate processes to run more efficiently and accurately and capture a bigger market share.

## Key features

### Automated, end-to-end e-commerce

- 200+ vetted cloud services
- Provision services in minutes
- Preset bundles and cross-sell services
- Native platform integrations with PSA and billing tools

### Go-to-market automation

- Standardized product and solution playbooks
- White-labeled digital marketing campaigns
- Interactive sales tools
- Research on market trends and insights

### Comprehensive partner portal

- Intuitive, self-service portal
- Consolidated billing, invoicing, subscription and end-user management
- Customized payment collections from customers

### Free, localized modern support

- End-to-end technical support via chat, phone or email
- On-demand portal and ticketing system
- Comprehensive online Knowledge Base with videos
- Access to customer success and platform success managers

### Branded end-customer marketplace

- Select the services to make available to your customers
- Add your company logo and colors for brand recognition
- Self-serve management of accounts, subscriptions, users and more

### Reporting and analysis

- Pre-built and customizable reports
- Customer sales, revenue, receivables and subscription analysis
- Exportable data for tracking of your sales and customer relationships

## Key benefits

### Exponentially grow revenue with a comprehensive portfolio

Tap into business solution categories or specialize in a particular vertical to drive your revenue growth.

### Streamline business operations to scale profitably

Fully automated provisioning, billing, services management and easy platform integrations will save significant time and money.

### Build and expand customer relationships with white-glove support

Provide greater onboarding and white-glove services with Ingram Micro's extended support team to help ensure customer satisfaction and confidence.

### Increase customer retention and long-term value

With a range of IT solutions, cross-sell to reduce churn and raise customer annual and lifetime value.

## By the numbers

- 21.7 Million seat subscriptions
- 200+ cloud products
- 76+ countries
- 26+ Marketplaces
- 14 currencies
- 6 available languages

## By the numbers

### Context ChannelWatch Survey

- Best Customer Service Distributor
- Best Retail Partner Distributor
- Best Cloud Distributor
- Best Cybersecurity Distributor

### International Awards

## About us

At Ingram Micro Cloud, we view cloud not just as a single technology, but as a foundational platform to run and drive a whole new way of doing business. We help resellers and partners get up and running with cloud quickly, enabling them to transform their business. We help our clients monetize and manage the entire lifecycle of cloud services, infrastructure and IoT subscriptions, helping them simplify digital transformation with confidence, speed and agility.

