



Take Flight

AN INGRAM MICRO VALUE PROPOSITION

Prepare for takeoff

Elevate your business trajectory with the most powerful alliance in cloud distribution. Ingram Micro and Microsoft are your trusted co-pilots for unmatched growth potential.



Transform your business trajectory by partnering with the most powerful alliance in cloud distribution - Ingram Micro and Microsoft deliver unmatched growth potential for partners of all sizes.



Winner

Partner of the Year Awards

2024 Microsoft UK Services
Partner of the Year

£1.5M+

Generated
Through Partner
Programs

11%

Growth Above
Standard Microsoft
Partners

1000+

Partners
Reaching New
Heights

Our Partnership

As Microsoft's leading indirect provider, we've built a partnership ecosystem that consistently delivers exceptional results for our partners.



**3x Microsoft Distributor
partner of the year**



**First-Class support
infrastructure**



**8x advanced
specialisations**



**Your premium
cloud partnership**

Infrastructure Power

Our robust technical foundation ensures you have access to expert support at every step of your cloud journey.

Technical Excellence

150+ UK Engineering Experts

24/7/365 Flight Support

Business Growth

25+ Microsoft-Certified Navigation Specialists

Direct Microsoft Communication Channels



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Our Partner Promise

We've invested in the resources, tools, and expertise so you don't have to - allowing you to focus on growing your business.



**Clear Flight Path to
Microsoft Funding**



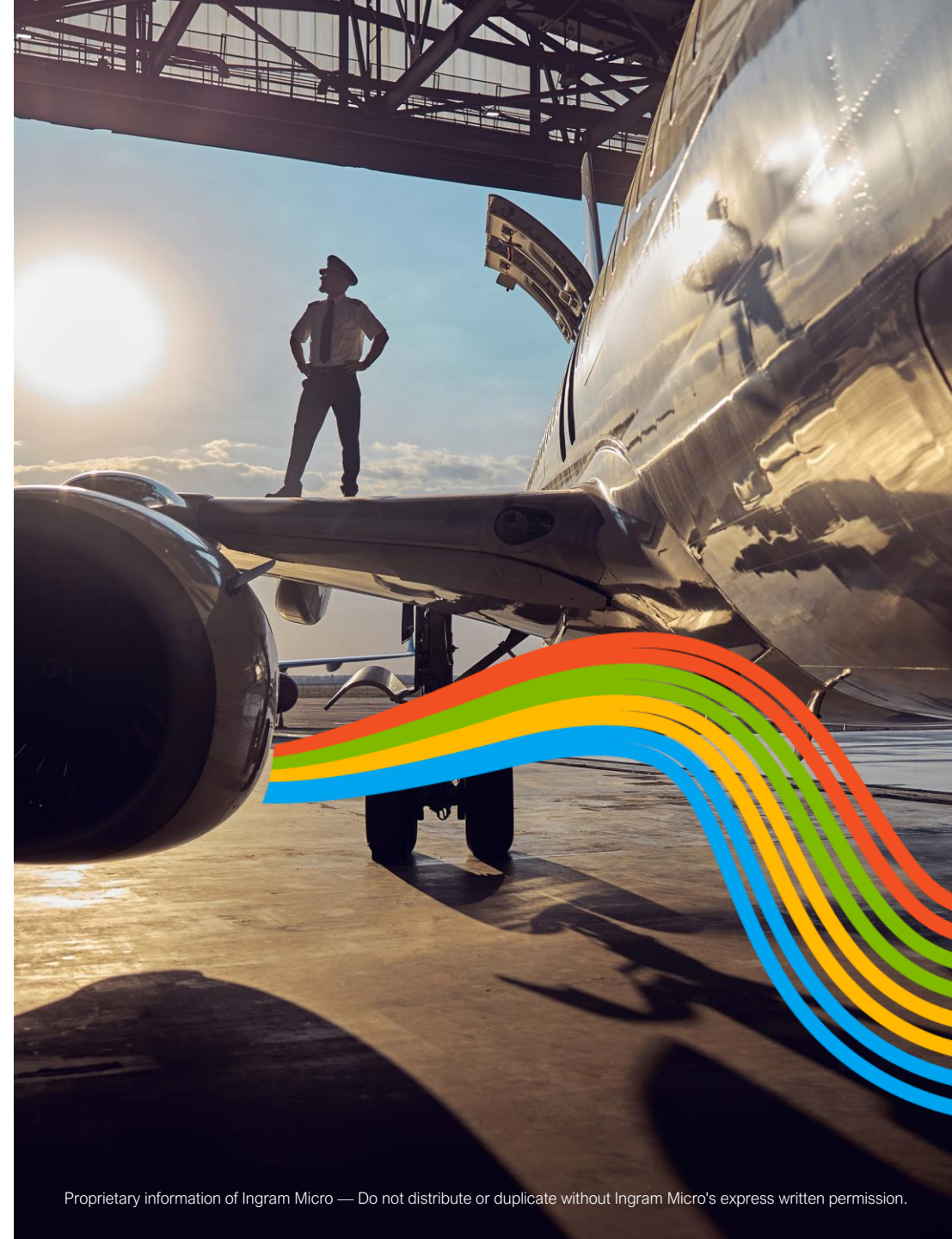
**Industry-Leading
Navigation Support**



**Professional Services
Flight Plan**



**Dedicated Flight Crew
for Your Journey**



Your Success is Our Success

We help deliver a comprehensive stack of services to support your Microsoft Cloud sales

10x

**Take home
revenue**

Compared to the cost of the licensing—based on licensing margins, services, and CSP incentives

95%

**Customer
retention**

For partners in accounts that have purchased their first services deal, less than 5% churn

STRATEGIC BENEFITS

Professional Services Support

FINANCIAL RETURNS

Gateway to Microsoft Funding

TECHNICAL SUPPORT

Industry-Leading Sales Support

FOUNDATION SERVICES

Dedicated Partner Development Managers



Together in Growth: Your Sales Support Network

Our comprehensive sales support structure is designed to accelerate your growth, streamline your operations, and ensure your long-term success.

Customer Success Team

Your dedicated partner in driving long-term value and satisfaction

- **Retention-Focused:** Committed to ensuring end-user satisfaction and loyalty.
- **Strategic Engagements:** Regularly scheduled meetings to keep you informed on:
 - Vendor updates
 - Product and license changes
 - IMC platform enhancements
 - Custom reporting needs and more
- **Always On Hand:** Ready to assist with ad-hoc queries, strategic guidance, and ongoing support.

Partner Development Manager (PDM)

Your go-to resource for business growth and go-to-market success.

- **Dedicated Sales Support:** Internal and external sales experts aligned to your goals.
- **Marketing Synergy:** Backed by IMC Marketing and integrated with your sales and marketing teams.
- **Microsoft Expertise:** Full-spectrum support for planning and executing around the Microsoft product suite.

Solution Architects

Specialised expertise to elevate your technical and sales strategy.

- **Sales Force Multiplier:** Enhances the capabilities of your CSMs and PDMs.
- **Tailored Solutions:** Deep subject matter expertise to provide bespoke support aligned to your business needs.

Modern Support Team

Reliable, responsive, and ready - whenever you need us.

- **24/7 Global Assistance:** Around-the-clock support to keep your business running smoothly.
- **Efficient Resolution:** 80% of Microsoft-related tickets resolved in-house - fast and effective.
- **Premier Microsoft Support:** Backed by a Microsoft Premier Support Agreement for escalations.
- **Comprehensive Platform Support:** Covering all your technical needs.
- **Service Level Objectives:**
 - **Self-Help & Email:** Response within 1 hour
 - **Phone & Chat:** Response within 2 minutes

Complete your Portfolio with Microsoft Cloud



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One Partnership, Infinite Possibilities

Access the full power of Microsoft's cloud portfolio through a single, strategic partnership.

MS

→ **365**

Microsoft 365

- Modern Workplace Solutions
- Security & Compliance
- Teams & Collaboration
- Exchange Online

AZ

→ **URE**

Azure

- Infrastructure & Platform Services
- Cloud Migration
- Security & Backup
- DevOps & AI Solutions

DYNM

→ **365**

Dynamics 365

- Business Central
- Sales & Marketing
- Customer Service
- Power Platform

Security & Compliance Solutions

Create multiple revenue streams with industry-leading margins and recurring revenue potential.

Build Multiple Revenue Streams



32% Licensing
Margins



Professional
Services
Revenue



Managed
Services
Income



Project-Based
Services



Monthly
Recurring
Revenue



Microsoft

Success Metrics

Join partners who are achieving unprecedented growth through our proven partnership model

The numbers tell the Story:

95%

Customer Retention
Rate

10x

Revenue Multiplier
Effect

80%

Average Revenue
Increase on M365
Users

2x

Azure Consumption
Growth



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The Ingram Micro Advantage



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Expert Support Infrastructure

Our comprehensive support ecosystem ensures you're never alone in your cloud journey



80%
of tickets resolved
inhouse



Technical
Support in
Local Language



Dedicated
Solution
Architects



Microsoft Premier
Support Agreement
Access

What to Expect

Accelerate your growth with programs designed to maximise your potential and profitability

Partner-to-Partner (P2P) Program

Solution Designation Mapping

Marketing Development Funds

Business Development Resources

Leverage our AI-driven Xvantage platform to streamline operations and enhance customer value

- Automated Provisioning
- Consolidated Billing
- Real-Time Analytics
- Self-Service Tools

Our Partner Success Journey

Accelerate your growth with programs designed to maximize your potential and profitability

Getting Started

Begin your cloud transformation with our simple, proven onboarding process

- No Prior Experience Required
- Full Enablement Support
- Comprehensive Training
- Quick Time-to-Market

Financial Benefits

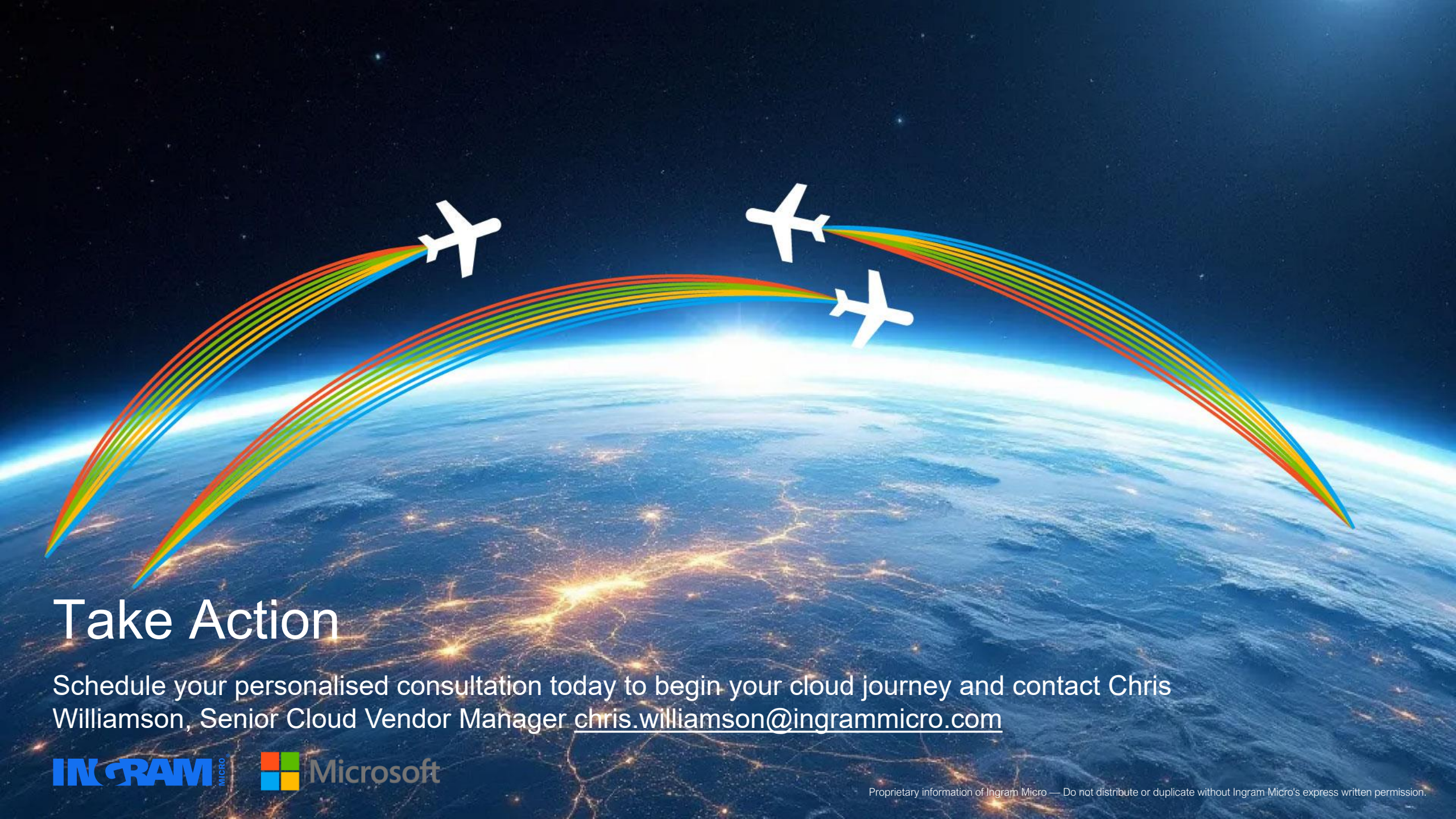
Access immediate and long-term financial advantages through our partnership program

- New Customer Incentives
- Microsoft Funding Programs
- Flexible Payment Terms
- Performance Rewards

Training & Enablement

Build your team's expertise with our comprehensive learning pathways

- Technical Certification Support
- Sales Enablement Programs
- Business Development Training
- Regular Product Updates



Take Action

Schedule your personalised consultation today to begin your cloud journey and contact Chris Williamson, Senior Cloud Vendor Manager chris.williamson@ingrammicro.com

