

# Run better. Grow faster. Do more.

Increase profitability and deepen  
customer relationships with  
Ingram Micro Advanced Solutions.

IMAGINE *next*.

**INGRAM** MICRO ADVANCED  
**SOLUTIONS**



The world is changing fast and keeping up with every evolving technology can be hugely challenging for both customers and partners. Artificial Intelligence is just one example that has moved from the pages of science fiction and into the day-to-day operations of enterprises across the globe.

But how can partners help customers take advantage of this and other fast-developing technologies like next generation cyber security, unified communications and more when resources are already stretched supporting clients day-to-day?

In this e-Book, we'll aim to answer that question by introducing Ingram Micro Advanced Solutions – our response to helping partners understand, adopt and sell the very latest technologies and solutions. We'll explain how, by bringing together insights, expertise, and extensive human and technical resources, Advanced Solutions can offer a wide range of services to help you develop closer, more strategic and more profitable relationships with customers.

From emerging technology insights and solutions, through financing, training, and implementation support, to cutting-edge expertise from our global Centers of Excellence, Advanced Solutions delivers everything you need to address customer needs today and tomorrow.





## 4 Let's make IT simple

[Go to section](#)

## 6 About Ingram Micro Advanced Solutions

[Go to section](#)

## 11 Four ways we support partners

[Go to section](#)

## 16 Advanced Solutions in action

[Go to section](#)

## 19 See beyond complexity

[Go to section](#)

## 21 Talk to us

[Go to section](#)



# Let's make IT simple



*By Sabine Howest, VP Global  
Partner Engagement & IoT,  
Ingram Micro*

Today's markets are defined by a vast number of rapidly evolving technologies that offer an almost limitless number of solutions to customer challenges.

It doesn't matter which sectors you're operating in, most organisations are dependent on, and looking to invest more in, a host of new technologies.

UCC is a great example. During the pandemic, we saw companies invest heavily in a range of unified comms solutions and supporting devices. Many did so in haste, and without a clear strategic vision. Their cloud conferencing investments may have plugged the home working gap in the short term, but workplace transformation continues and whether the solutions bought then are fit for purpose in today's hybrid world is an open question.

*As the world moves beyond the pandemic, there are considerable opportunities for growth. and the need to shift operating models (everything from managing employee welfare and collaboration through to supporting sustainability goals) is very much front of mind today.*



We know from our own experiences that a dynamic tech market makes life difficult for our reseller partners. On the one hand, customers are relying on you to guide them through this complex and ever-changing landscape, presenting a clear opportunity to help them on their transformation journeys and succeed beyond their expectations. On the other is the need to continue expanding your capabilities across a seemingly endless array of technologies in order to deliver on that promise.

Even before Covid, most partners didn't have the time, financial means, or resources required to excel in every field. Now, with resources stretched even further, it can be even harder to develop the skills and expertise needed to 'climb the value chain' and take on bigger, more strategic and more prestigious projects.

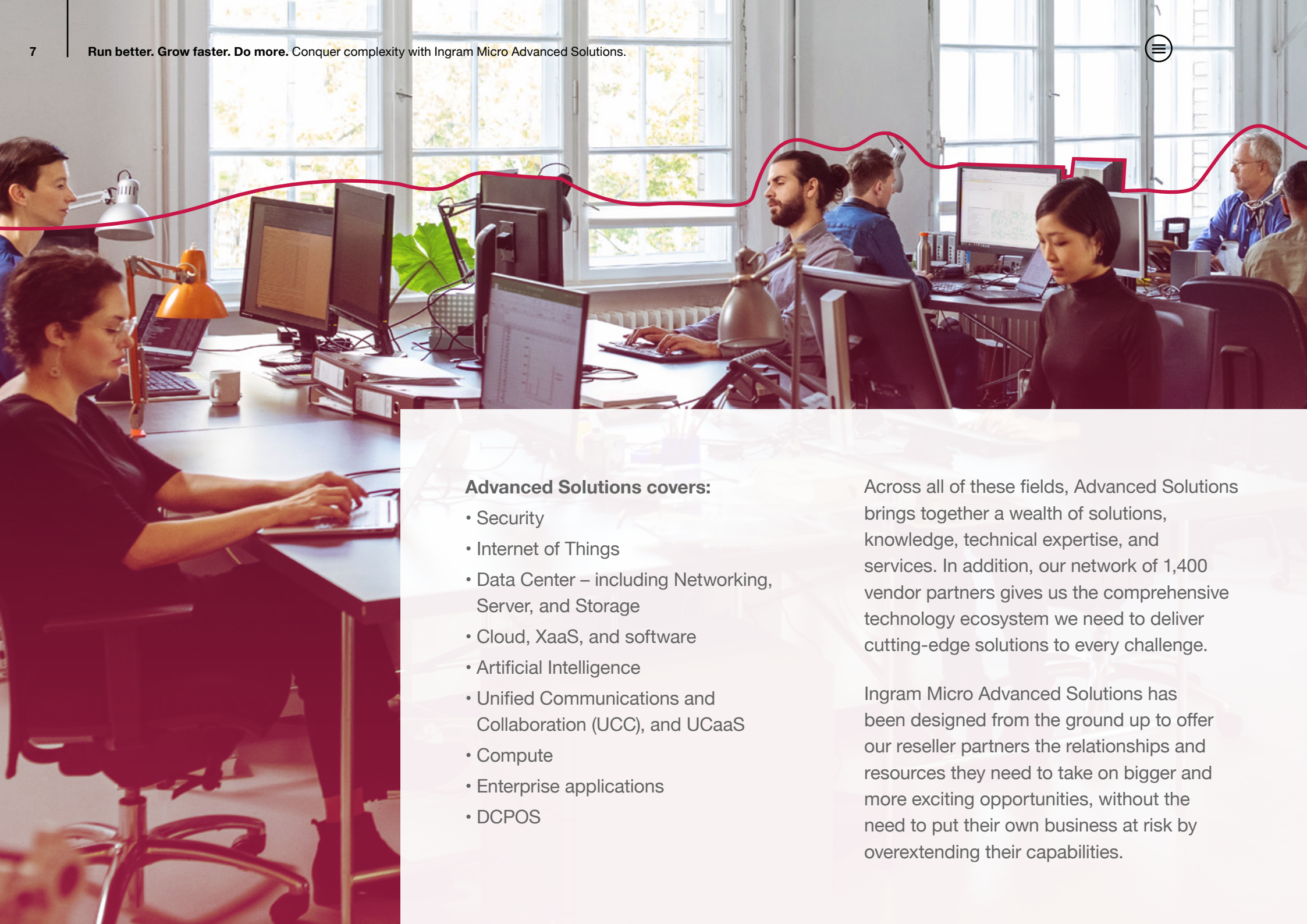
*At Ingram Micro, we've been all too aware of the restrictive impact that this has on our partners for some time now. The desire to help resellers cut through the complexity to deliver true and sustained value for customers is one of the guiding principles behind the creation of Ingram Micro Advanced Solutions.*





# About Ingram Micro Advanced Solutions

A portfolio of technologies and services to help partners navigate growing complexity, address the shift to 'as a service' consumption and target high value, fast growing markets.

**Advanced Solutions covers:**

- Security
- Internet of Things
- Data Center – including Networking, Server, and Storage
- Cloud, XaaS, and software
- Artificial Intelligence
- Unified Communications and Collaboration (UCC), and UCaaS
- Compute
- Enterprise applications
- DCPOS

Across all of these fields, Advanced Solutions brings together a wealth of solutions, knowledge, technical expertise, and services. In addition, our network of 1,400 vendor partners gives us the comprehensive technology ecosystem we need to deliver cutting-edge solutions to every challenge.

Ingram Micro Advanced Solutions has been designed from the ground up to offer our reseller partners the relationships and resources they need to take on bigger and more exciting opportunities, without the need to put their own business at risk by overextending their capabilities.



## Focused on solving real customer problems

Advanced Solutions isn't about selling SKUs or maximising vendor penetration. Instead, it's about addressing the needs of your customers in the most effective way and leveraging the power of Ingram Micro's global footprint to access the tools, technologies, and services you need.

We know that many customers are now faced with business challenges that go beyond any one vendor. And we understand that the answers to those challenges are often very complex, requiring a deep understanding of – and access to – a wide range of technologies and platforms.

Ingram Micro Advanced Solutions is here to make it easy for you to deliver outstanding, forward-thinking projects for your customers. We offer everything you need to plan, execute, and support transformational programmes, all under one roof.

*It's our mission to help your business run better, grow faster, and do more for your customers.*







## Advanced Solutions in focus



### Supporting partners in...

#### Cyber security

Cybersecurity has risen to become one of the top areas of concern for your customers, and one of the top opportunities for investment for resellers. Every solution deployed must take into consideration of potential vulnerabilities, and the need to keep a company's vital information safe and secure – which is especially true here in Europe with GDPR; where we saw over, 89,000 data breaches in the first year.\*

Working with our Center of Excellence, UK resellers have been able to extend their service offerings to include cyber penetration assessments. Partners now have significant recurring revenue business within their existing bases, and from new customers. We continue to invest in cybersecurity to make it easier for resellers to enter this market, or

to increase their competencies to get even deeper into recurring revenue solutions.

#### Artificial Intelligence

AI is not a new technology – it's been with us as a concept since the mid-1960s. However, over the past decade development has accelerated dramatically. Today, thousands of real world use cases exist across the sector spectrum – in medical science and healthcare, automotive, logistics, retail, manufacturing. The list goes on.

Ingram's partnership Datum, an artificial intelligence neural networks and computer vision systems specialist, has seen us bring to market a range of exciting, real-world AI applications.

For example, we have implemented an automated (cargo) container monitoring tool at a major Middle East seaport. Combining

object detection, and a customised damage detection neural network, the solution identifies areas of damage, and performs Optical Character Recognition to estimate container orientation (for loading) and more. This kind of monitoring technology also has exciting applications in a vast range of industrial and manufacturing use cases.

Ingram and Datum have also collaborated on ways to leverage AI in retail – providing retailers with an analytics tool that can better evaluate in-store customer buying behaviour, and to ensure face mask compliance.

*Ultimately, the opportunities around AI are hugely significant, and by investing in developing a range of applications, Ingram is doing the hard work for you.*

\*European Data Protection Body, 2019



## Unified Communications and Collaboration

The workplace of the future will be flexible. Home office setups will no longer be temporary, and while the office will remain an integral part of the hybrid mix, we expect the traditional spaces to be redesigned and used as hubs for collaboration and creativity. This will require solutions that allow employees to switch effortlessly and seamlessly between remote working wherever they are, to the office and back again to the home.

Ingram has been working with partners to move customers from the ‘crisis mode’ of the past 18 months to a much more strategic approach – which includes UCC software and video conferencing solutions, security, noise reduction audio devices, and a range of network considerations. We are currently working with all major UCC, cloud and device partners to bring to market a range of new and exciting solutions and services.

*Our 120+ people in our dedicated UCC team also offers a wider range of enablement and training activities, and professional services – from pre-sales in support from our centres of excellence to configuration, device activation and managed services. Whatever you need to support your customers.*



# Four ways we support partners

At Ingram Micro Advanced Solutions, we're focused on making complex solutions not just possible, but simple.





## We support our reseller partners in four ways:

Some partners capitalise on everything that we offer, while others rely on our support for the issues that matter most to their business. And one thing that we've seen time and time again is that the more value that they get from Ingram Micro, the better resellers are able to serve their customers – and the more profitable they become as a result.

*Let's take a look at some of the ways in which Advanced Solutions can help you deliver greater value to your customers:*



**Financial solutions**



**Implementation capabilities**



**Support resources**



**Technical know-how**



## Flexible financing

One of the many consequences of the Covid-19 crisis is the restrictive impact that it has had on financing. Many resellers have struggled to source the capital needed to keep driving projects forward and have turned to alternative funding methods as a result.

At Ingram, we invested heavily in our Financial Solutions offering long before the pandemic began. As a result, we're able to offer tailored and flexible finance packages that give you the power to keep selling to customers, without compromising your own cashflow or capital reserves.

Over the past few years, we've also seen the market take a significant shift towards consumption based, XaaS models. We have many Financial Solutions associates who are highly experienced in this area, ensuring that our partners have a clear opportunity to capitalise on the rich recurring revenue streams that can result from as-a-service models.



## Global presence, local expertise

Today, Ingram Micro covers 64 countries across six continents, with 43 of those making up our EMEA operations. We've focused heavily on growing our presence in the region, and now operate the largest network of logistics and distribution centres across Europe, the Middle East, and Africa.

While we continue to grow our footprint across EMEA, we're also highly focused on ensuring that we have a strong local presence within every country in which we operate.

This is made possible by our Chief Country Executives (CCEs) – senior leaders who act as virtual CEOs for the country they manage.

Our CCEs have complete accountability for their territory, meaning that they're able to react faster to local dynamics with the right blend of solutions, products, financial tools, and services. This structure capitalises on the true potential of Ingram Micro's global scale, in combination with real understanding of country-by-country needs.



## Cutting-edge solutions

The ultimate goal of Ingram Micro Advanced Solutions is to give our reseller partners a way to take the risk out of adding new technology to their offering. One of the keyways in which we achieve this is through our network of Centres of Excellence.

We currently have three Centres of Excellence in EMEA, one in Dubai, another in Belgrade, and another split between the UK and the Netherlands. Each Centre conducts advanced research into the practical applications of new tools and technologies, ensuring that we have the technical know-how to advise our partners on which products to choose in order to accomplish specific customer objectives.

From Data Centre to IoT, our Centres of Excellence provide a comprehensive suite of services that can help resellers embrace the opportunity of new and emerging technologies.

*From training and marketing tools, through to best practice enablement strategies and post-delivery support, this critical network offers everything you need to expand your capabilities and deliver more value to your customers.*





# Advanced Solutions in action

From augmenting our partner offerings with manpower and expertise, to bold, transformative solutions, Ingram Micro Advanced Solutions is helping resellers imagine a more exciting future. Here are some real-world examples of our work in action.





## Winning together: retail

With a compelling opportunity to digitally transform one large retail chain, SecurEdge worked with Ingram Micro to scale up its manpower and engineering resources. With help from our field team, SecurEdge conducted 150 site surveys in 42 days, delivered updated wireless network capacity, and secured its position as the go-technology partner for this prominent store chain.



## Trusted expertise: education

With demand for digital learning rising due to the pandemic, Platte River Networks needed a fast and reliable way to configure learning devices remotely for one of its education clients. With help from Ingram Micro's Trust X Alliance, the Denver-based company was able to disseminate and reconfigure 1,500 endpoints in time for the new school year.





## Making a difference: healthcare

At one large hospital in the North Eastern United States, connectivity issues were disrupting day-to-day operations and frustrating staff. By reviewing access point placement and installing network systems upgrades, Ingram Micro's Digital Transformation Solutions Team improved communications across 41 floors of this busy secondary care facility.



## Transforming experiences: restaurant

At Brazilian steakhouse Fogo de Chão, responding to Covid-19 meant transforming its digital capabilities to meet evolving employee and customer needs. With help from Ingram Micro and our technology partners, the restaurant successfully introduced a digital reservation platform, improved network connectivity at venues, and added contactless payment options.

A man with a beard and glasses, wearing a blue button-down shirt, stands with his arms crossed, looking thoughtfully to the right. The background is a bright, out-of-focus indoor setting.

## See beyond complexity

Ingram Micro Advanced Solutions has been specifically designed to help you see beyond complexity to the real opportunity. We want you to lean on us wherever you need to – whether that’s expanding into new markets or embracing the opportunities of new technologies.



Whatever help your business needs, with Advanced Solutions you don't have to go it alone. From flexible financing options to implementation support, technical expertise or helping hands where you need them most, we have the resources and relationships you need to win – and earn bigger and better business from your customers.

So let's tackle complexity together. Let's cut through the noise, do what's right for our customers, and create a better, brighter future for all of us.

**Let's Imagine Next.**

# Meet the team

When we team-up no one can stop us



**Matt Sanderson**  
SVP & MD UK & Ireland

Matt has had a long and distinguished career at Ingram Micro since joining in 1994, holding senior leadership roles at a country and regional level in both EMEA and APAC since 2010. Having successfully managed some major turnaround projects over that period, Matt returned to lead the UK & Ireland operation in mid-2016 and joined the Ingram Micro Global Leadership team in 2019.



**Raj Pandya**  
Director, Speciality Solutions

Raj began his career at Ingram Micro in 2012 to establish and lead the PRO AV business unit, in 2014 he assumed the role of Head of Europe for PRO AV. Raj came back to the UK in 2016 to lead the volume commercial division. In 2017 was appointed Director of Specialty Solutions. Raj holds a BA in Business and Finance and has previously held various leadership positions within Sony UK.



**Mike Farrah**  
Director, Core Solutions

Mike joined Ingram Micro in 1998 as a Sales Manager. He moved to the Commercial function in 1999 and has held a number of roles of increasing responsibility across different disciplines including purchasing, product management, marketing and vendor management. Mike holds a BA and BPI in Town Planning from The University of Manchester.



**Gary Lomas**  
UK Sales Director

With 3 decades of experience in IT, Gary is an experienced Sales Professional who brings a wealth of knowledge and technical prowess to Ingram's partner community. Joining Ingram in 2020, he has a proven track record of developing trust-based, long standing relationships with customers, vendors and partners at all levels. Prior to joining Ingram Gary held leadership roles within Logicalis for the past 7 years.

# Meet the team

When we team-up no one can stop us



## Julian Thompson

Director, Advanced Solutions

Julian first joined Ingram Micro in 1995 as an Account Manager. Julian was instrumental in supporting the launch of Ingram Micro's Advanced Solutions division in 2013, assuming the role of Director of Advanced Solutions. Thompson holds a BSC in Psychology and Law.



## Scott Murphy

Director Cloud UCC & Cyber Security

Scott joined Ingram in 2017, bringing 20 years of enterprise technology IT Channel expertise. He's responsible for the strategy and execution of high growth technologies. In this role he leads the teams to drive value to channel partners, through innovative initiatives and programmes.



## Bhavesh Patel

IoT & AI Solutions and Services

Bhavesh is a multi-disciplined Global Executive, having held Senior Leadership roles across EMEA, APAC, LATAM and SA. His last major role was the implementation of a successful start-up in Manufacturing of Mobile Devices and Accessories for Carriers, Retailer and Enterprise markets. Having left Ingram Micro 2 years ago to pursue his passion for solution engineering in the IoT/AI space helping start-ups, Bhavesh has now returned to Ingram Micro to head up the newly created IoT and AI Solution and Services business unit.



## Talk to us

For further information and to find out how we can help you grow your business call us now on **0371 973 3000**

OR VISIT OUR WEBSITE

