



Partner Case Study

Who is Ingram Micro ?

- Largest Worldwide ICT Distributor that resells over 150+ vendors in Australia
- Over 650 active Cisco Partners across Australia
- Over 8,000 active Partners across Australia
- 155 Distribution Centers worldwide
- Serving more than 200,000 customers in approx. 160 countries

Ingram Micro – Cisco business unit

- FY15/FY16 complete rebuild of the Cisco business
- Increased Cisco team size from 15 in FY16 to 35 in FY18
- Dedicated Sales, Presales, Volume, Operations, Product Management, Marketing teams
- Upskilled 30+ Partners from Cisco Registered to Cisco Select in FY17
- Awarded Cisco APJ Disti of the Year 2017
- Awarded Cisco AU Disti of the Year 2017
- Awarded Cisco AU Disti of the Year 2018

How can we help you as a Partner ?

Partner Enablement

- Fly Higher
- Cisco SaaS onboarding
- Cisco Select onboarding
- Meraki 360
- Security 101
- 1:1 Partner/End User training
- Demonstration equipment and training

Dubai the Ultimate Adventure

BROUGHT TO YOU BY INGRAM MICRO AND CISCO

From the 5th March to the 31st July 2018, we are offering 8 of our valued Cisco partners the opportunity to secure a ticket to join Cisco and Ingram Micro on a trip like no other to extravagant Dubai.

First step to securing a ticket is to register your company's participation for the promotion. Then stay tuned for further announcements on how to win.

[REGISTER NOW](#)

Specialised Partner Programs

- Helping to support and enable our Partners
- Various activities and support that Ingram Micro can provide
- Increase of 170% growth on average across Specialised Partner Program last quarter
- Total of \$2M revenue generated from this program last quarter

Ingram Micro Financial Solutions

Financial Solutions

- Cash is King!
- 90% of small & medium business fail due to poor cash flow¹
- An estimated A\$19b is locked up in >30 day receivables¹
- 80% of businesses request <30 day terms
 - 75% of these are paid between 30-60 days².

1. Dun & Bradstreet http://dnbsmallbusiness.com.au/Cash_Flow/
2. The Invoice Market <https://www.theinvoicemarket.com.au/blog/press-release-monday-30-jan-2017/>

Financial Solutions

- H2 2017 Launched Ingram Micro Financial Solutions
- Our Goal
 - Drive profitability
 - Improve cash flow
 - Maximise credit facilities

Financial Solutions

- Flexible products
 - Leasing & rental programmes
 - Device as a Service
 - Working Capital Solutions
- Vendor / equipment agnostic
- Understand technology

Financial Solutions

- By leveraging a financing solution
 - Drive incremental revenue
 - Up sell and cross sell opportunities
 - Less pressure on discounting
 - Whole of life rather than transactional partner
 - Open business discussions, not just technology discussions

JB HIFI Solutions

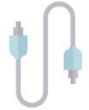
A PRACTICES APPROACH TO DESIGN

PROCUREMENT



END USER COMPUTE

- Devices
- Threat Management
- Mobile Device
- Management



AV SYSTEMS

- Automation & Control
- Digital Signage
- Panels
- Projection
- Commercial Audio



MOBILITY

- Mobile Voice
- Mobile Data
- Mobile Hardware
- Mobile Apps



CONNECTIVITY

- LAN
- WAN
- UC&C
- Contact Centre
- Security
- Network Performance



DATA CENTRE

- On Prem Server
- Cloud
- Backup & DR
- Storage
- Power
- Hyper Visor

PROJECT SERVICES

MANAGED SERVICES

Market Data

Market Data

Your Reputation
Precedes You

60%

Of purchases based on
reputation not product

Customers Own Their Journey

57%

Of decisions complete
before customer calls

67%

Of customer's journey
done digitally

Market Data

Customer Value

3X

More likely to purchase

8X

More likely to pay a premium

SOURCE: Google and CEB

Top 10 Priorities of SMB Owner



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Source: Custom SMB 2017 Study Commissioned by Cisco

Realize the Promise of Technology™

A photograph of an Ingram Micro industrial building at night. The building is dark, but the 'INGRAM MICRO' logo is brightly illuminated in blue on the upper facade. The sky is dark blue with many stars and a few streaks of light, possibly meteors or satellites. The building has a modern industrial design with large windows and a flat roof.

INGRAM MICRO® **INGRAM** MICRO®