



SHORTEN THE SALES CYCLE

Uniting for Support With Ingram Micro Communities

Automotive pioneer Henry Ford said, “Coming together is a beginning; keeping together is progress; working together is success.”

Ford was among the first industrialists to understand the power that comes from marshaling resources in support of reaching common objectives. His words ring true in the contemporary channel, as it's far better for solution providers to band their limited resources together to meet their individual and common objectives.

Ingram Micro facilitates cooperation and collaboration through a community system that brings like-minded and capable solution providers together with peers, manufacturers and resources to further grow and succeed. The Ingram Micro communities—Trust X Alliance, SMB Alliance and System ArchiTECHS—provide participating solution providers with the opportunity to expand their worldview, operations and results through collective business-building activities.

LEARN

The technology market is vast. The number of manufacturers, technologies, products and opportunities is as countless as stars in the sky. It's little wonder, then, that few solution providers have the resources to stay abreast of the latest technologies, form relationships with all the manufacturers required to solve customer problems, and address the full breadth of needs within end-user environments.

Through the community system supported by Ingram Micro, solution providers gain access to the distributor's resources, as well as manufacturers, third-party support organizations and, perhaps most important, peers with complementary capabilities. As community members, solution providers can network with experts and peers to gain a broader understanding of market opportunities and resources for augmenting their capabilities to address customer needs.

The Ingram Micro communities are:

Trust X Alliance (formerly VentureTech Network)

Members are part of an exclusive community that provides access to networking opportunities, dedicated support and white-glove services for sales and technical support, participation in peer groups such as Mastermind and Think Tanks, branding and marketing resources, and access to cutting-edge manufacturers. In addition, members are extended discounts to third-party business services. Trust X Alliance operates regional chapters throughout the United States, Canada and the United Kingdom to offer members additional local networking opportunities outside annual Ingram Micro conferences. The community is open to qualified solution providers servicing the SMB, midsize and enterprise markets, as well as select verticals.



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SMB Alliance

This community focuses exclusively on SMB market opportunities. By connecting SMB-oriented resellers and solution providers with manufacturers, Ingram Micro resources, third-party support organizations and peers, SMB Alliance helps members open up and capitalize on market opportunities. Through SMB Alliance, participating solution providers gain access to manufacturers, support resources, training materials and special offers—all designed to facilitate sales growth. SMB Alliance also recognizes high-performing solution providers with the SMB 500, an annual ranking of the fastest-growing U.S. SMB solution providers.

System ArchiTECHS

System building is an art and science. The System ArchiTECHS community is dedicated to supporting small to midsize systems integrators and white-label solution providers by elevating their knowledge of business management best practices and organizational leadership. Through the System ArchiTECHS community, members network with peers and gain access to support resources.

Some solution providers may note the similarities in the various Ingram Micro communities. The overlap is not by mistake. While the types of support and resources delivered through these communities appear fundamentally the same, they differ in substance and execution within each community. The value derived from these communities is nothing short of augmentation; by pooling resources, Ingram Micro and solution providers are gaining the knowledge and experience of all the participants and enhancing that wealth of information with practical and consistent support. This all leads to higher levels of execution and return on investment for everyone in the system.

INNOVATE

No one company has all the answers. The point of community systems, such as those offered by Ingram Micro, is the pooling of skills, resources and experience to offset weaknesses, enhance capabilities and expedite capitalization of market opportunities. While individual solution providers may be good at a particular technology, they may not have the ability to address all of their customers' IT needs.

Where solution providers are particularly strong is in problem-solving by asking the right questions for the technology issues they're addressing. They may not get all the answers they need right away, but they can solve almost any problem if they have the right resources. The Ingram Micro community system offers resources for enhancing that strength, which leads to higher performance and returns.



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Here are a few of the common ways the Ingram Micro communities enhance solution-provider performance.

Manufacturer Relationships

A primary mission of all Ingram Micro communities is connecting solution providers with the right manufacturers. Much of the funding and support come from manufacturers and cloud service providers, which align their products and services with the target membership and end-user marketplace of each community. Through the communities, members receive special access to manufacturers, as well as information tailored to their particular interests and needs.

Sales and Technical Support

A key benefit of the Ingram Micro communities is the level of dedicated sales and technical support extended to members. Solution providers who need help identifying a product or a solution, gaining access to logistics, finding a resource or getting implementation support can lean on Ingram Micro's support resources. Members often receive expedited access, which translates into less time researching products and more time interacting with customers.

Peer Networking

The value of peer networking cannot be understated. Every solution provider participating in Ingram Micro communities has unique resources, experiences and insights into their respective technologies and markets. Through information exchange and collaboration, members are able to share sales opportunities, pool resources, offset shortcomings, and address more market opportunities with greater speed and effectiveness.

Marketing

A chronic challenge for solution providers is marketing. It's expensive, difficult to conceive and even harder to sustain. Members of the Ingram Micro communities gain access to specialized marketing support that helps them penetrate their respective markets. The marketing specialists attached to each community can help solution providers craft marketing programs, access materials and receive guidance on promoting products and services.

Education and Training

Through the community system, members are able to access technical and product information for self-paced learning, as well as education and training materials and programs. Each community offers specialized content that helps solution providers gain a deeper understanding of technologies, products and market opportunities.

Specialty Tools

Each of the communities is aligned with specific market segments. Accordingly, the communities offer special tools that aid members in addressing and managing market opportunities. SMB Alliance will soon have an SMB Business Planning Tool, compliments of the SMB 500 program. And Trust X Alliance has a member portal for exclusive access to information and resources. These tools are instrumental in helping solution providers make better decisions and access resources they ordinarily couldn't on their own.



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Dedicated Events

A hallmark of the Ingram Micro community system is local, national and international events. Through these virtual and live events, members are able to interact with Ingram Micro management and specialists, manufacturer representatives and peers. Through such interactions, members gain insights into technologies and market trends, new products and services, and complementary solution providers for field partnerships.

GROW

The Ingram Micro community system offers numerous benefits that enable solution providers to grow and thrive. But while access to experts, manufacturers, materials and support is hugely valuable to solution provider organizations, it doesn't guarantee success. Growing with the Ingram Micro community system requires planning, commitment and execution.

To make the most of the various Ingram Micro communities, solution providers should consider doing the following.

Self-Assess

Before joining an Ingram Micro community, partners should determine their reasons for joining. Accessing community resources such as networking and manufacturer support should help fill in gaps in operations, technology and more, enabling solution providers to do things they couldn't easily do on their own.

Set Expectations

When joining an Ingram Micro community, solution providers should have a sense of what they hope to get out of their membership and experience. By setting expectations and goals for membership, partners will identify resources they want to capitalize on and get an idea of what efforts they'll need to make.

Align and Integrate

Once involved in the community system, partners would be wise to align their business operations with available resources and incorporate those resources into their routine processes. By integrating community resources into operations, partners will ensure that their businesses get the most benefit out of those offerings.

Make Connections

The most obvious and valuable benefit of the Ingram Micro community system is the ability to network with Ingram Micro experts, manufacturers and manufacturers, and peer solution providers. Through professional networking, partners gain access to information, best practices and opportunities through the eyes of trusted partners.

Collaborate and Extend

Member collaboration is a benefit that extends the capabilities and capacities of a solution provider's organization. Through Ingram Micro and its manufacturer and peer connections, partners can enhance their technical and service capabilities, enabling them to do more with less.



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The Ingram Micro community system is designed to facilitate communications, enablement, collaboration and, most of all, growth. The benefit of the Ingram Micro communities comes through active participation. By incorporating the resources, mechanisms and collaborative aspects of the community system into their businesses, partners will reap more than they sow.

CONTACT US

For more information about Ingram Micro communities, please contact the appropriate community manager.

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