



# Ingram Micro, Mobility Solutions

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**BUSINESS IN HARMONY**

DATA CAPTURE/POS PARTNER INVITATIONAL May 4-6  
**NASHVILLE**



# Ingram Micro Mobility Overview



## Ingram Micro Mobility Program Agenda

- **Ingram Mobility Overview**
- **Solution Categories**
- **Carrier Programs**
- **Rugged Handhelds**
- **WWAN 3G/4G Routers and Failover**
- **Notebooks and Tablets**
- **Why Ingram Micro Mobility?**
- **Activation Models / Options**
- **FAQs**
- **Next Steps and Questions**



# Ingram Mobility

## Activation Programs

- AT&T Industry & Mobility Alliance Program
- Sprint Business Solution Partner Program
- T-Mobile Business Partner Sales Program

## Blackberry

- Blackberry Licensing
- Blackberry Tech Support
- Blackberry Playbook
- Blackberry Accessories

## Mobile Logistics

- Configuration Services
- Logistical Service
- Software Loading
- Handset programming
- Scalable to your opportunity
- Project Management

## WWAN Hardware

- Multi-Tech
- Cradlepoint
- Cisco 3G WWAN HWIC
- Sixnet
- Digi
- Sierra Wireless (Airlink)
- Adtran
- SonicWALL

## Unlocked & GPS

- Nokia Unlocked GSM Handhelds
- Tom Tom GPS Solutions

## OEM Programs

- Lenovo Embedded Laptop Program
- Panasonic Wireless Partner Program
- Sony- Verizon Embedded Laptop Program

## Services

Ingram Micro Mobility can assist you with activation services regardless of your current company resources. You may utilize our carrier activation specialists for any opportunity.

# Wireless Solution Categories

## Laptops Connectivity

### Netbooks, Notebooks, Slates, Tablets, UMPCs

- Embedded & Gobi
  - Data Cards
- Activate Embedded HP, Toshiba, Sony, Panasonic, Lenovo

## Rugged Handhelds

Microsoft Mobile Platforms

- **Psion Teklogix**
- **Intermec**
- **Motorola**
- **Honeywell**
- **Datalogic**

## Carrier Stocked Devices

- Mobilize Exchange Environment
  - BlackBerry
  - Android
  - Microsoft Windows Mobile
- Device stocked by Sprint, T-Mobile, AT&T (restrictions apply)
- **BlackBerry Licensing & accessories**

## Wireless WAN

- Seamless Failover system
- Remote / primary access
- Embedded and 3G / 4G card solutions
- Multi-tech, Cradlepoint, Digi, Sixnet, Sierra Airlink, Cisco, Top Global, Linksys, InMotion,

## LOB Applications

- Co-sell opportunity
- Cross promotion within VARs and Carrier Sales
- CRM, SFA, Tracking, and more
- Proprietary and 3rd Party applications

## Telemetry/Fleet

- Variety of solutions and modules grows constantly
- Fleet tracking, asset tracking, data collection, Digital Signage, Machine to Machine
- Must be carrier certified hardware

## VOIP / UC Cellular Convergence

Devices like the Nokia e-series are dual-mode devices that can switch seamlessly from a VOIP network to a cellular network. BlackBerry's Mobile Voice Service (MVS) unifies communication between BlackBerry and the PBX



# Ingram Micro Carrier Partners



- **Ingram Micro is a Master Dealer in the AT&T Industry & Mobility Alliance Program (IMAP). DC/POS specific focus and resources committed from AT&T to grow our activation business in the WWAN space.**
- **Current Partner Success Solutions**
  - **Data Capture/ Point of Sale Rugged Mobile Computers**
  - **Embedded Laptops/Netbooks/Tablets**
  - **Machine to Machine Solutions**
  - **Carrier Stocked Smartphone Solutions into Small to Mid Sized Businesses**
- **Why AT&T?**
  - **Nations Fastest 3G Network**
  - **AT&T Certified Hardware and Software solutions are approved for cooperative selling with the AT&T sales representatives**
  - **Strong Co-Sell Support Program**
    - ◆ **Five Carrier Channel Support Resources for each focused solution segment: PCOEM, (2) DC/POS, M2M, Carrier Stocked Equipment.**
    - ◆ **Regional Segment Channel Manager Support to act as a liaison between Carrier reps and Partners.**





# Ingram Micro Carrier Partners



- **Ingram Micro is a Master Dealer Partner in the Sprint Indirect Business Channel.**
  
- **Current Partner Success Solutions**
  - **Data Capture/ Point of Sale**
  - **Machine to Machine Solutions**
  - **WWAN Routers, exclusive embedded 4G Cradlepoint Bundle**
  - **Laptops/Netbooks/Tablets (Embedded and Non Embedded)**
  - **Blackberry**
  - **Carrier Stocked USB Data Cards 3G & 4G**
  - **Carrier Stocked Smartphones and Handhelds**
  
- **Why Sprint?**
  - **4G (4G areas offer Unlimited Data Rate Plan and speeds 3X+ 3G)**
  - **Cradlepoint 4G Embedded Wireless Backup Bundle**
  - **Carrier Channel Support Resources**
  - **Managed Services can be qualified as a Sprint carrier equipment co-sell value add with Government Business**
  - **12% discount on service for Ingram Micro solution providers for their own company or their employees.**





# Ingram Micro Carrier Partners

## · · **T** · · Mobile ·

- **Ingram Micro is a Master Dealer for T-Mobile**
  
- **Current Partner Success Solutions**
  - **Data Capture/ Point of Sale Rugged Mobile Computers**
  - **Machine to Machine Solutions**
  - **Carrier Stocked and Non Stocked Data Cards**
  - **Carrier Stocked Smartphone Solutions**
  
- **Why T-Mobile?**
  - **Most Competitive Commission in the industry**
  - **America's Largest 4G Network**
  - **No Carrier Certification Process for Carrier Unlocked Products**
  - **Cooperative Selling Model with T-Mobile Direct Sales for Carrier Stocked Solutions**
  - **Carrier Channel Support Resources and Regional Channel Resources**
  - **Only Major US Carrier to offer Voice over Wi-Fi**
  - **In 2011 T-Mobile will increase it's maximum download rates from 21Mbps to **42Mbps****



# Ingram Micro Carrier Partners



- **Verizon Wireless Specific Original Equipment Provider Programs based around activations of Embedded Laptops**
  - **Lenovo**
  - **Panasonic**
  - **Sony**
  
- **Embedded notebook activations are done in collaboration with Verizon Wireless direct sales teams on enterprise & government activations**

# Data Capture/Rugged Handhelds

- **Distribution Management**
- **Facilities Management**
- **RFID and Signature Capture**
  - **Psion Teklogix: Workabout Pro, Ikon**
  - **Intermec: CS40, CN3(+e), CN4(+e), CN50**
  - **Motorola: ES400 (channel stocked and Sprint-stocked ES400s), MC65, MC55, MC75, MC70, MC90**
  - **Honeywell: Dolphin 99EX, 9700, 7600, 9900 (+ni, hc)**
  - **Datalogic: Memor, Elf**
  - **Opticon: H21 1D/2D, H16A, H19A, H19B**
  - **Unitech: PA550, HT680, PA968**





# Solutions: Data Capture Handhelds

- Manufacturing
  - **Facilities Management**
- Warehousing
  - **Asset Management**
  - **Label Printing**
- Retail
  - **Inventory Scanning**
  - **Remote Sales**
  - **Lot Selling**
- Transportation & Distribution
  - **Courier Services**
  - **Food & Beverage**
  - **Fleet Management**
  - **Payment at Delivery**
  - **Delivery Signature Capture**
- Field Service
  - **Dispatch**
  - **Meter Reading**
  - **Employee Time Management**
  - **Construction**



# Solutions: Data Capture Handhelds

- Healthcare
  - Patient Tracking and Administration
  - Point of Care, Security and Records
  - Laboratory Specimen Tracking
  - Pharmacy Drug Tracking
  - Medical Equipment Asset Tracking
  - Supplies Management Solutions
  
- Government
  - e-Citation
  - First Response
  - Public Safety
  - Security and Access Control
  - In-Transit Visibility
  - Criminal Justice
  - Maintenance and Repair Solutions
  - Postal Parcel Tracking
  - TSA
  - Asset Management & Tracking
  
- Education
  - Student Tracking

# WWAN Modems

- Wireless Failover
- Remote Access
- Temporary Access
- Vendors
  - Cradlepoint
  - Multi-Tech
  - Sixnet
  - Sierra (Airlink)
  - Digi
  - Cisco HWIC
  - SonicWall
  - Linksys
  - In Motion





# Solutions: WWAN

- Solution Provider is offering a remote credit card processing machine utilizing carrier networks so that credit card payments can be made for mobile services. Reseller is focused on stadium vendors, delivery services, etc.
- Solution Provider is offering a WWAN solution to monitor fleet tracking and temperature of refrigerated trucks carrying perishable items.
- Ingram Micro Partner/ Solution Provider is utilizing Wireless WAN Routers & carrier service to create mobile Wi-Fi hotspots for field audit teams, and public transportation (train & bus) passenger car customers.
- Ingram Micro Partner/ Solution Provider is utilizing a WWAN Sixnet modem in police car trunk for wireless laptop connectivity for the officers, gun rack sensor, and fleet tracking of the squad cars.
- Healthcare
  - Ambulatory Services
  - Mobile Connectivity for Disaster and Recovery Temporary locations
  - Remote Healthcare Workers
- Education
  - Campus Connectivity, Dormitories, Sports Travel
  - Remote eLearning
- Government
  - Police/Fire
  - Mobile Command Posts
  - Remote Security Monitoring

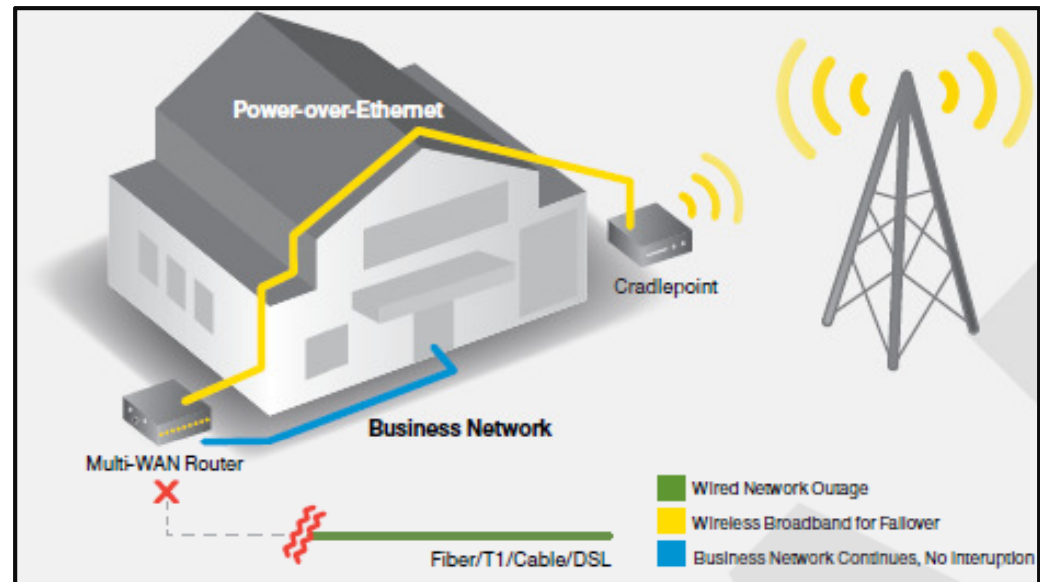


# Cradlepoint Failover Solution (Target Market: Retail)

*Never miss a sale because the "system is down."*

## How It Works in 3 Simple Steps:

- An outage affects the primary Internet connection (T1, DSL, cable or dial-up)
- Sensing outage, the router automatically switches to the Sprint 3G or 4G mobile broadband network in less than 30 seconds.
- Point-of-sale terminals and networks connected to the router continue to operate at 3G or 4G speeds without further interruption.



## Benefits:

- Reduces Operating Expenses. Depend on inexpensive Sprint 4G data plans that cost less compared to T1, DSL, cable or dial-up plans. Eliminate installation fees or activation charges.
- Enhanced Failover Protection. Eliminate the risk that wired backup lines will also be affected during outages. Instead, rely on the wholly separate infrastructure of the Sprint 4G network.
- Faster, Simpler Implementation. Reduce failover implementation by weeks or even months. Simply plug in the router, perform simple setup and enjoy access to fast, reliable 4G connectivity.



# Laptop Connectivity

- **Mobile Worker**
- **Remote Connectivity**
- **World is your hotspot**
  - **Embedded or Data Cards 3G & 4G**
  - **Tablets**
  - **Netbooks**
  - **Notebooks**
  - **Slate PC**
  - **Ultra Mobile PC**
  - **Gobi**





# Why Ingram Micro Mobility?

- **Distribution of the complete mobile wireless solution**
- **Ingram Micro is a Master Dealer Partner for 3 Major US Carriers.**
- **Ingram Micro has a reseller facing, easy to use. online activation portal branded “Ignition)” to handle activations for all 3 carriers. This portal has a direct interface with AT&T’s Phoenix order entry system allowing us to activate AT&T orders 50 at a time.**
- **We have a dedicated Market Development Specialist for each carrier and a Mobility Market Development Management team focused on reseller strategic development, recruitment and reseller awareness.**
- **Ingram Micro can offer to its resellers a comprehensive full dealer program or handle any resellers opportunities through our referral model.**
- **Dedicated carrier resources to assist with strategic partner development and partner recruitment.**
- **Co-Sponsorship opportunities with Vendors, Ingram Micro, & our carrier partners for events, & promotion of the programs.**
- **Extended value in area’s like: Marketing, training, sales, Logistics and Configuration, Financing, Technical Support. Outsourced provider for OEM mobility programs (Activations and Partner Management)**
- **Dedicated Commission Specialist for on-time accurate payment of commission dollars.**





# Mobile Logistics

## *Driving Greater Productivity*

***Offering complete Mobility Solutions from One source***



**Activations  
Logistics  
Configuration  
Hardware Sales  
Technical Support  
Device Flashing  
Software Loading  
Repairs and Triage  
Dealer Sales Support  
Carrier Contracts  
Vendor Contracts  
Packaging  
Labels  
Branded Portals**



**Ingram has the ability to offer a complete end-to-end solution**





# Ingram Micro Activation Models

## Mobile Wireless Solution Provider Program

### Get Authorized

Become a sub dealer for any or all of the carriers; *Sprint Nextel, AT&T, & T-Mobile*

### Access Resources

Work with program resources to learn how to process activations, generate proposals, etc

### Activation Portal

Access our easy to use activation portal to enter and track orders after you collect the customer and solution information needed

### Complete Solution Offering

By participating in the Mobile Wireless Solution Provider Program you have the ability to sell across all solution types and devices in the program: *handsets, laptop connectivity, WWAN, rugged handhelds, LOB applications, etc.*

### Get Paid

Make an average of \$50-\$150 commission per activation. Varies by carrier, rate plan, and activation type.

## IM-Driven Referral Program

### Authorization Not Required

It's easy to offer your customers mobile solutions and activation. In the IM-Driven Referral Program, carrier sub dealer authorization is not required

### Easy Activations

You sell it and we'll handle the rest. Provide Ingram Micro's Mobility Team with your customer's information and we will do the work and enter the activation in the portal for you.

### Mobile Worker Solutions

By participating in the IM-Driven Referral Program, you have the ability to sell your customers the entire solution and add-on mobile wireless activations without developing a specialized competency around carrier activation programs.

### Get Paid

Make an average of \$30-60 referral commission per activation. Varies by carrier, rate plan, and activation type.



# Frequently Asked End Customer/Reseller Questions & Overcoming Objections (Rugged Handheld Solution)

## **End Customer Objection: I already have an AT&T / Sprint / T-Mobile rep that I work with on my activations**

- A: Great! We actually partner with that person and work together to get your Rugged Handhelds activated. Your current rep won't be cut out of the process, they will be included in the process and compensated the same as if they did the activation without our involvement. Also in this case we can coordinate the activation and shipment of your device as a team.

## **End Customer Objection: I get discounts when I buy from my AT&T / Sprint / T-Mobile direct rep**

- A: You will still receive the same discounts that you are getting with your direct rep. We sell in collaboration with that person. Also, in some cases, you may qualify for additional discounts by involving us in the activation process.

## **Reseller Objection: I don't want to have to learn all of the carrier plans. It is too confusing.**

- A: We work cooperatively with the carrier teams to roll the complete solution out to your customers. The carrier will handle what they are good at (rate plan quotes, contracting, discounts negotiations, billing), you can stick to your expertise (equipment, device sourcing, applications, etc) and Ingram Micro Mobility will assist with the activation order processing, carrier ordering systems, serial number capture, and tying everything together for the customer to have a great experience and the reseller to make additional revenue.



# What do I do next?

- **Educate your customers on the available equipment and activation service options for all 3G & 4G WWAN devices you sell.**
- **Educate your customers on advantages of mobile wireless & current carrier offerings**
- **Ask qualifying question to your customer when selling Mobile Solutions:**
  - Are you interested in using the equipment to access the internet remotely?**
  - Do you have a particular carrier partner that you work with?**
  - Did you know I can work cooperatively with your carrier rep to role out the complete solutions?**
  - Will the devices require access outside the four walls?**
- **Look at what products your customers are buying that have the potential for an activation: Rugged DC/POS Handhelds including Motorola, Psion, Intermec, Honeywell, Datalogic, etc, as well as WWAN routers, WWAN modems, RIM / Blackberry, Notebooks, Netbooks, Tablets, etc**
- **Contact the Ingram Micro mobility team for activation process, solution tips, and sales information at 1-800-456-8000**
  - **Brad Banas, Market Development Manager x66011**
  - **Mike Filbert, Market Development Specialist, AT&T Mobility x66054**
  - **Mike Mayle, Market Development Specialist, T-Mobile/Verizon Wireless x66021**
  - **Kristy Gonciarz, Market Development Specialist, Sprint x66673**



**BUSINESS IN HARMONY**

DATA CAPTURE/POS PARTNER INVITATIONAL May 4-6  
**NASHVILLE**

A decorative banner with a blue background. On the left, the text "BUSINESS IN HARMONY" is displayed, with "HARMONY" in large white letters and "BUSINESS IN" in smaller yellow letters. A yellow sunburst graphic is behind the word "HARMONY". In the center, there is a green audio waveform. On the right, there is a detailed illustration of a brown and cream-colored electric guitar. At the bottom of the banner, a white piano keyboard is visible.