



## Why INGRAM MICRO for IBM Software?

In addition to being the largest global distributor of technology products and services, Ingram Micro offers world-class distribution of more than 270,000 products from 1,700 manufacturers as well as an abundance of value-added services aimed at helping you build your business. Ingram Micro can help you take full advantage of the IBM's resources by providing award-winning support, cutting-edge marketing tools, business development strategies, and competitive programs and rebates that boost your bottom line.

### **Market Development Team**

Our Market Development team is available to assist you in developing your strategic business plan and executing your IBM go-to-market strategies. The Market Development team helps you develop strategic business plans focused on sales training, end user marketing, and technical certifications. The Market Development team targets the tactical issues you need to address for creating, managing and closing sales, and solving problems for you and your clients.

### **IBM Sales and Technical Support**

No other distributor can match Ingram Micro's technical support team. Each technician maintains an in-depth knowledge of IBM Software solutions through an impressive schedule of continuing education. In addition, you have access to Technology Solution Engineers (TSE's) who can assist you on-site with installations or complex technical issues.  
Ingram Micro IBM Technical Support desk: 800-445-5066 x76426

### **IBM Software Passport Advantage Team**

Our licensing experts recommend solutions, submit orders, authorize customers, and offer sales tools and collateral

material. Their knowledge and support help you deliver the most complete licensing packages to your customers.  
800-456-8000 x66043.

[IBM-Licensing@IngramMicro.com](mailto:IBM-Licensing@IngramMicro.com)

### **IBM Software Enablement Program**

Ingram Micro's exclusive partnering program helps partners add IBM Software products to their current solution offerings. Your Market Development team works with you to create a unique program designed to meet your specific solution goals. They will guide you through the process from basic learning, obtaining certifications, to creating an end user demand generation program focusing on newly acquired skills.

### **Market Development Funds**

Business Partner Market Development Funds can help you increase your IBM sales by securing funding for a variety of marketing activities, such as:

- Advertising
- Trade shows
- Direct mail
- End-user seminars

### **Software Value Incentive (SVI)**

SVI is an innovative incentive and rewards program that rewards IBM Business Partners for the role they play and the value they bring throughout the sales cycle. This deal registration program from IBM will give you the competitive advantage in the marketplace with up to 20% back-end rebate per qualified opportunity regardless of where the deal is ultimately fulfilled.

### **Value Advantage Plus (VAP)**

VAP offers the highest discounts available through any IBM Software partner program — up to 30 percent on qualifying opportunities. These incentives apply to new IBM Software licenses sold through Passport Advantage and Passport Advantage Express that address solution sales.

### **Ingram Micro Solution Center**

The Ingram Micro Solution Centers are state-of-the-art training and demonstration facilities designed to address the needs of IT Managers that wish to review solutions prior to making IT purchase commitments and platform migrations. Technologies include: IP Communications, IP Surveillance, Servers, Storage, Security, Networking, and more.

### **Grow Your Business Tool**

The Grow Your Business with IBM Software tool allows partners to explore hot cross-brand sell scenarios - spanning all five IBM SW Brands - based on their skill sets and customer install base.

[Grow Your Business Tool](#)

### **Profitability Tool**

A downloadable cross brand business planning tool that helps IBM Software partners analyze incremental investment and return when investing in IBM Software solutions.

[Business Partner Profitability Tool](#)

### **Software Cross Reference Guide**

This valuable guide provides a brief description of all IBM Software products and their relationships to each other, helping partners promote cross-selling within and between software brands.

[IBM Software Cross Reference Guide](#)

**For more information about Ingram Micro and IBM Software, please contact your IBM Software Market Development Specialist:**

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