



Shop-Talk from the Top

A Closer Look at the Mid-Market and Enterprise IT Services Opportunity for Seismic Partners

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Agenda

- Then and Now – Managed Services
- The Mid-Market Opportunity
- The Seismic Advantage
- Q&A

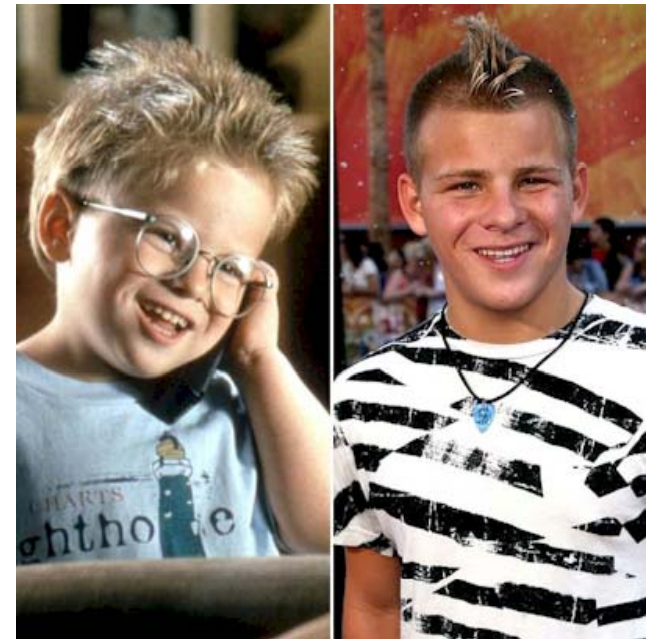


Services Division Overview

- **Service Division North American Organization**
 - Launched in October 2006
 - From a few... to a few *dozen* dedicated full-time services headcount
 - From one....to more than one dozen managed services in the Seismic portfolio
- **Objective to help product-centric resellers and break/fix service providers transition their business to proactive, monthly recurring managed service model**
- **Initial focus was on VARs / MSPs that were typically selling into small business**
- **Desktop, server, and basic networking service and support**

Then and Now – Managed Services

- Three years ago, managed services was a hot buzzword, the next hype cycle of IT
- The common question was “What is managed services?” or “What is your definition for managed services?”
- Less reseller competition; new concept for end-users
- In the past two years in particular there has been an incredible amount of MSP training and education in the channel
- This has helped existing MSPs be more successful, but has also helped many more MSPs enter the market



Staying In Front

- MSP competition is proliferating in the small business market



- Move up-market to maintain a first mover advantage in the MSP channel

- Competition may lead to pricing pressures

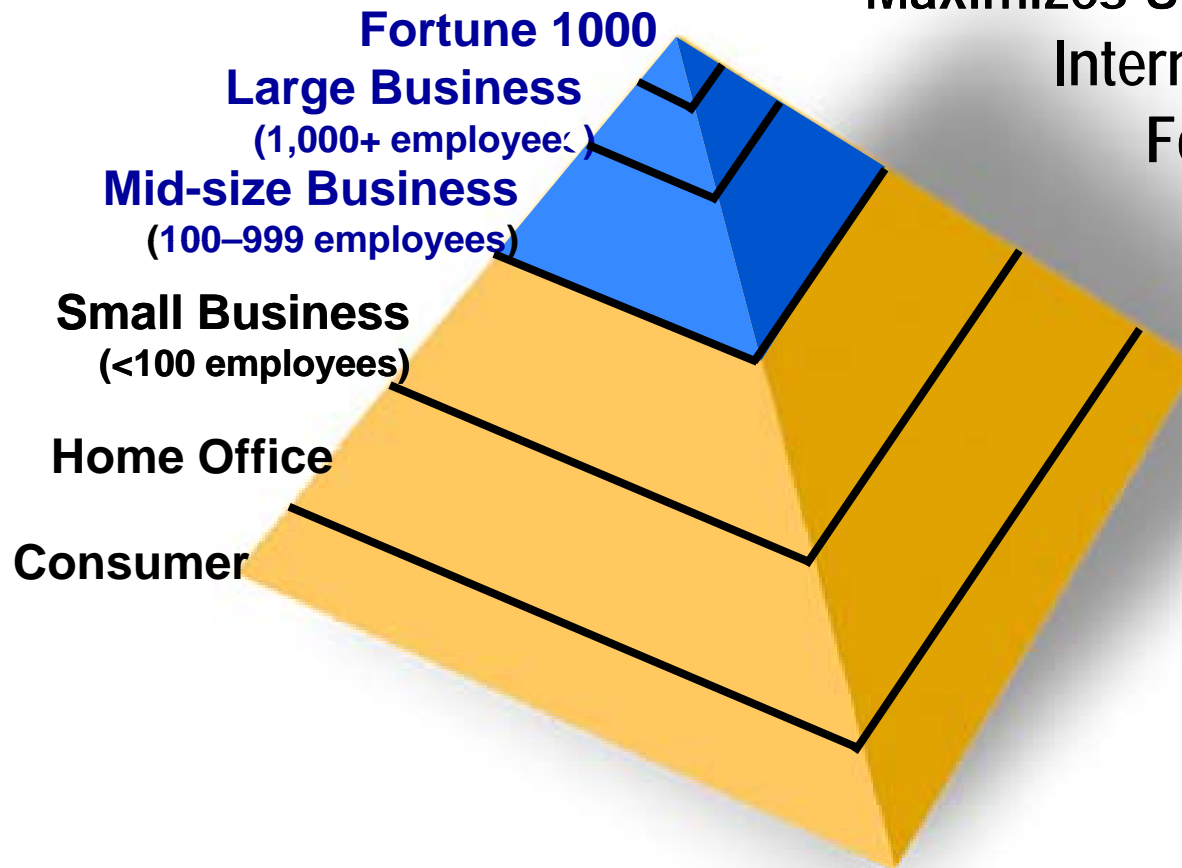




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Show Me the \$\$\$\$!!

Outsourcing IT Saves Money,
Maximizes Uptime & Keeps the
Internal IT Team
Focused



Source: U.S. Market Pyramid - IDC



IT Security



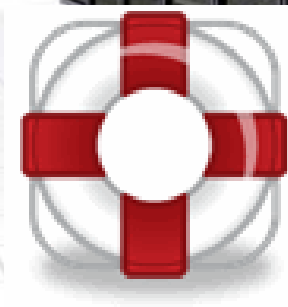
Unified Communications



Cloud Computing



Wireless



Business Continuity & Disaster Recovery



Green IT



The End-User IT Department

- **Economic pressures forcing end-user IT departments to cut or contain IT costs and headcount**
- **Today's increasingly complex IT environments cannot be adequately maintained for competitive advantage by end-user IT generalists**
- **Engineers at solution providers can be much more specialized (read: trained and certified) in various technologies than end-user IT personnel**
- **End-user IT personnel should focus on what is core and proprietary to their particular business**

So What's the Hold Up?



Ingram Micro Seismic: The Right Partner

- **Breadth of portfolio**
- **Strategic vendor relationship**
- **Channel resources and relationships**
- **Field-based and web-based education and training**

VPN Dynamics

Certified Vendor Training



Technical Support Help Desks:

Help your customer engineer full solutions across multiple vendors



Technology Solutions Engineers (TSE) :
Help your customer build a virtualization practice



Remove the complexity of software sales and allow your customer to maximize profitability and efficiency

Ingram Micro | IMSN

Provide a custom onsite deployment and implementation of the solution that we have developed for them



Ingram Micro Market Development Team

Integration SERVICES

Ingram Micro can build the Servers, Storage and Rackmount solutions and deliver them fully configured and ready to deploy



Ingram Micro | Solution Center

Provides your customer with demonstration and proof of concept capabilities in our state of the art facilities





Current Seismic Portfolio

- **Back-end Services Infrastructure and Technical Labor**
 - **Seismic Global Network Operations Center (NOC)**
 - **Seismic 24X7 Domestic Help Desk**
 - **Professional Services Automation (PSA)**
- **Business Continuity**
 - **Instant Recovery on Demand By CA**
 - **On-line Back-up and Restore**
- **Monitoring**
 - **Enterprise Monitoring by Nimsoft**
 - **Remote Monitoring and Management (RMM)**
 - **Print Monitoring and Management**
- **Managed Security Solutions**
 - **E-mail Defense, Message Archiving, and Web defense**
 - **Log and Threat Management**
- **Microsoft Hosted Services:**
 - **Exchange Server**
 - **SharePoint**



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Questions



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