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Ascend to the Cloud Computing Era with Ingram Micro Cloud

Cloud computing continues to transform the IT landscape. Business spending on cloud services will continue to increase through the end of the decade. Moreover, cloud services are disrupting legacy hardware and software sales, as evidenced by the decline in overall IT spending. Cloud computing is a large part of the technology marketplace's future, and Ingram Micro Cloud, a global division of Ingram Micro, is helping solution providers access leading cloud services and ongoing support to maximize cloud opportunities and return on investment.

LEARN

Cloud computing isn't new. Over the past decade, cloud computing – or distributed infrastructure, platform and application services – has gone from a concept to a disruptive trend. Today, businesses are transferring more of their application and infrastructure spending from on-premises legacy systems to cloud-based services. According to Forrester Research, total commercial cloud spending topped $160 billion in 2016 – most of which is spent on software-as-a-service.

Some innovative technologies come and go in waves that last just a few years. If solution providers don't catch those waves quickly, they run the risk of missing lucrative opportunities. Cloud computing isn't one of those waves. The cloud computing trend is expected to keep expanding into the 2020s, with total cloud spending exceeding $250 billion annually, by some analyst estimates.

Driving cloud computing adoption is the need for greater economy in IT spending. These are the primary attributes of cloud computing:

Flexibility
Users can expand and contract capacity and capabilities as needed.

Agility
Subscribers can activate and deactivate services quickly, depending on need.

Scalability
Cloud resources come, in theory, with unlimited capacity, meaning subscribers can simply add more capacity to meet utilization needs without having to buy and deploy new equipment.

Ubiquity
Cloud computing is everywhere. All you need is bandwidth and an endpoint to access cloud resources from virtually anywhere in the world, at any time.

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Updatability
Cloud computing doesn't require refreshes in the same way as legacy hardware and software. Updates are part of regular cycles that all subscribers receive.

Deferment
Through cloud computing, subscribing organizations are deferring the administration and upkeep of infrastructure to the providing vendor and solution provider, resulting in cost savings.

Economics
Cloud computing is largely sold as an operational expense, which means that subscribing companies pay on recurring cycles. This flattens out IT costs and makes them consistent. Cloud computing also comes with tax benefits; operational expenses are often fully tax-deductible.

Businesses – ranging from enterprises to SMBs – are steadily increasing their cloud spending, looking to capitalize on their investments. Most businesses are looking to the cloud to reduce their expenses, but they're also looking to increase productivity, enhance competitiveness, and gain access to new technologies. What they're looking for isn't just a partner with the right technology; they're also looking for one that can help select, implement and support their use of cloud services.

Solution providers tend to agree with this rosy outlook. According to research by The 2112 Group, nearly one-half of solution providers say cloud computing, in all of its various forms, represents the best high-growth opportunity over the next 12 to 18 months. Already, the average solution provider earns between 10 percent and 20 percent of its gross revenue from cloud services and support, according to The 2112 Group.

INNOVATE
Cloud computing comes in four basic forms: software, infrastructure, platform and business process. While cloud services are well-defined, they're not always accessible. Customers are looking for solution providers to help identify, deploy and support these cloud services.

From a solution-provider perspective, challenges persist in the sales and support of cloud services. Hundreds of vendors populate the four cloud categories, each with its own unique routes to market, pricing and payment schedules, interfaces and management consoles, and support mechanisms. And, of course, each of these cloud providers has varying quality levels. Most notably, the majority of cloud providers don't work well together on a management and administrative level, making extra work for solution providers that oversee cloud accounts.

The IT market needs solution providers that can seamlessly stitch together different cloud resources, provide support across all the various services employed, and give the user a singular, transparent administrative experience. For many solution providers, that's a tall order, even for cloud resources and applications supported by APIs.
Ingram Micro Cloud is billed as a marketplace, but it's so much more. It's a collection of vendors,

The primary mission of the Ingram Micro Cloud division is to **simplify success in the cloud**

resources and enablement tools that simplify the process of building and maintaining a successful cloud business. Through Ingram Micro Cloud, solution providers gain access to all of the resources required for learning about cloud business models and operations, cloud vendors and products, access to market-leading training and enablement materials, and management tools for account administration and billing.

How does Ingram Micro Cloud help solution providers? The primary mission of the cloud division is to enable solution providers to succeed. Ingram Micro Cloud does this along several strategic, tactical and operational avenues.

Cloud Selection

The Ingram Micro Cloud Marketplace is an automated platform offering a comprehensive portfolio of market-leading technology vendors and solutions. Ingram Micro Cloud evaluates and recruits the best cloud services, ensuring solution providers don't have to spend valuable time searching for and assessing vendors on their own. Moreover, Ingram Micro Cloud reviews and certifies every vendor in the program, ensuring their services work as advertised and they can deliver on their SLAs.

Simplified Acquisition

Ingram Micro Cloud makes gaining access to vendor products easy by managing master service agreements. This means participation in the Ingram Micro Cloud program gives solution providers access to the full array of products and services in the Cloud Marketplace.

Broad Support

Navigating the cloud-computing arena isn't easy, which is why Ingram Micro Cloud has sales, technical and education support available to solution providers worldwide. Ingram Micro Cloud's trained teams are available to answer questions about cloud computing and help with the selection and integration of cloud products. And Ingram Micro Cloud's education support helps solution providers learn the best practices for operating their cloud businesses and maximizing services opportunities.

Global Reach

The cloud is global, and so, too, is Ingram Micro Cloud. Cloud services sold through the Ingram Micro Cloud Marketplace are supported on every continent, and the master cloud services provider (mCSP) addresses the needs of cloud solution providers from Boston to Bangladesh, Tucson to Tokyo, and Los Angeles to London.

Commitment

For Ingram Micro Cloud, cloud computing and support services aren't a passing fad. Ingram Micro Cloud is a team of more than 1,200 professionals in sales, marketing, operations and service delivery who share one common job: enabling cloud success.

Enterprises and SMBs alike are convinced that magic can happen in the cloud. They're making investments in cloud resources with the aim of transforming their IT operations to make them agile,

flexible and cost-effective. Ingram Micro Cloud has the solutions, services, resources and support to help solution providers meet the growing expectations and demand of the cloud industry.

GROW

Many solution providers want to expand their cloud businesses, but have a difficult time identifying vendors, building vendor relationships and mastering technology. Ingram Micro Cloud recognized this challenge when it built the Cloud Marketplace. Rather than creating a phonebook of cloud service providers, Ingram Micro developed the Cloud Marketplace as a logical selection and segmentation of the best cloud resources in the market.

Through the Ingram Micro Cloud Marketplace, solution providers are able to select from leading vendors in seven cloud technology groups.

- Business Applications, such as Microsoft Office 365

- Communications and Collaboration, including Cisco WebEx and RingCentral

- Infrastructure Services, including Acronis backup services and IBM SoftLayer hosting

- Security, such as Intel Security and Trend Micro

- Web Presence/Hosting, featuring Ingram Micro Web Hosting

- Vertical Solutions, including Intel Security and Microsoft's healthcare packages

- Cloud Management Services, such as IDSync and MaaXcloud

Through the Cloud Marketplace's management platform, solution providers can order services across the various product categories, and deploy and provision with confidence and ease. The Cloud Marketplace's management system enables solution providers to track cloud consumption and bill customers without having to apply APIs to integrate services with management systems.

The level of support through automated systems and trained staff at Ingram Micro Cloud enables solution providers to adopt cloud services and build a portfolio of business faster because they don't have to worry about the time, effort and expense of developing cloud relationships, systems and sales models independently.

The cloud-computing model is dependent upon sales more than technical know-how. That's not to say technical skills are discounted in the cloud model. For solution providers, cloud-computing success is predicated on speed to market, which means the providing organization compounds revenue and profitability by adding more accounts and expanding service consumption within existing accounts. To achieve that, the provider needs to spend more time on sales and account management, which is what the Ingram Micro Cloud Marketplace enables.

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Cloud computing is the future of the IT marketplace. Customers are continuing to expand their cloud spending to capture more benefit from the economies of scale and gains in productivity. They're looking for solution providers to help select, deploy, and maintain their cloud resources. And the starting point for cloud adoption – particularly in the SMB space and midmarket – is in the services offered by the Ingram Micro Cloud Marketplace.

Solution providers are seeing this opportunity unfold before them, with 49 percent seeing cloud services as the best growth opportunity for the foreseeable future. With the Ingram Micro Cloud Marketplace, solution providers can more easily build and scale their cloud practices, and supply customers with the services they need.

CONTACT US

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