



# SHORTEN THE SALES CYCLE

## Reduce Complexity and Boost Profitability with Ingram Micro Software Licensing Support

Managing software licenses from multiple vendors can be a challenge. Ingram Micro's Partners Licensing Group (PLG) simplifies the licensing process to help solution providers win more deals and grow their businesses.

### LEARN

Ingram Micro recognizes that having the broadest integrated hardware and software solution is critical for our partners today. We offer our partners the broadest line card in the channel—from data center technology to network security to virtual computing and beyond.

According to the analyst firm Gartner, business software sales topped \$310 billion worldwide last year, a 5.7 percent annual increase that puts software well ahead of the overall IT market in terms of growth.

Of the \$1.3 billion in IT goods sold by Ingram Micro's top 500 SMB-focused North American solution providers in 2014, some 26 percent, or \$337 million, came from software sales. That makes software the second largest revenue center for Ingram Micro's best-performing partners after systems sales.

### INNOVATE

Ingram Micro's PLG is dedicated to reducing the complexity and increasing the profitability around licensing activity for solution providers. Our software solutions and sales expertise combine to help solution providers deliver superior service to their customers while helping them earn more business and boost their future profitability through renewal services.

Last year alone, the Ingram Micro PLG handled \$4 billion-plus in business and managed more than twice the volume of its nearest competitor.

Ingram Micro's exclusive licensing support model manages all aspects of the licensing lifecycle for more than 70 major IT vendors with vendor-specific licensing desks dedicated to quote configuration, order management, pipeline management and more. Please take a look at Ingram Micro's value-add licensing document for our full list of vendors.

With more than 260 expert licensing sales representatives ready to assist partners, Ingram Micro's PLG also features ongoing solution-provider training opportunities, vendor certification programs, bid and RFP support, enhanced SLAs, special pricing and promotions management, custom solution design and renewals management.



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## GROW

Ingram Micro's PLG goes beyond the basics of the software lifecycle to give solution-provider partners a truly comprehensive way to manage the complexities of licensing, while taking advantage of our automated tools and programs to expand opportunities and customer reach.

Our exclusive **Click2License online automated tool makes licensing quick and easy for solution providers** of all sizes and levels of experience.

Click2License lets partners **order licensed products 24/7 and manage recurring-revenue opportunities** in a single view.

Click2License features easy-to-use drop-down menus for ordering, configurations, and renewal notifications. For solution providers more experienced in licensing sales, Click2License also supports advanced quoting and ordering features to give partners the insight and granularity they need to win more deals.

After the sale, Ingram Micro PLG continues to help partners drive incremental revenue and new sales by aggregating Ingram Micro and vendor incumbent data, to provide unprecedented visibility into renewal opportunities. Our proactive renewal and quote notifications, along with our pipeline notification program, ensure that no sales are left on the table.

As your trusted advisor, the Ingram Micro PLG leverages its in-depth relationships with vendors, partners and end-user clients to deliver expert assistance in every phase of software solution deployment.



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## CONTACT US

Solution providers should contact their Ingram Micro Credit Development Analyst to discuss all available options. Those who don't know how to reach their Credit Development Analyst should contact Ingram Micro Financial Services at [financialservices@ingrammicro.com](mailto:financialservices@ingrammicro.com).

For leasing options, contact [Lease-IT@ingrammicro.com](mailto:Lease-IT@ingrammicro.com).

