



SHORTEN THE SALES CYCLE

Expand Your Horizons With Professional and Training Services

Services augmentation and staff development only work when a solution provider engages a trusted partner with a track record for high quality and the ability to deliver expert help and support at every stage of a client engagement. Ingram Micro Professional and Training Services is that trusted partner.

LEARN

For as long as there's been an IT channel, there's been a premium placed on professional services. The work of designing, configuring, implementing, and supporting business technology hardware, software, and cloud systems comprises the classic "V" in the "value-added" proposition that VARs and solution providers have brought to market for decades.

As hardware and software products become increasingly commoditized and margins for purely transactional sales models grow thin, it's professional services that have become the driver of sales cycles and the profit engine of the channel.

Today, product sales are often perceived as a means to an end; they're a convenient path to high-margin professional services engagements that both lock in healthy revenue streams and cement the partner's relationship with valuable clients as a trusted advisor.

According to channel research firm The 2112 Group, IT-solution and managed-services providers now generate more profit through professional services than they do through any other offering in their portfolios.

Margins for professional services come in at an eye-popping 40 to 80 percent, according to The 2112 Group. Compare that to the 10- to 20-percent margins generated by hardware and software product sales; it's easy to see that professional services has become an important driver for profitability and growth among IT channel partners of every size and stripe.

Few IT solution providers need to be sold on the merits of professional services. Most understand intuitively that the value they deliver to customers comes from the sum of their combined technical skills and business acumen.

The challenge for partners isn't the "why," but the "how." Professional services depend on human resources. They require qualified, certified and experienced administrators, technicians, systems analysts, and engineers. These kinds of professionals can be difficult to recruit and expensive to retain.





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That leaves many solution providers on the outside of professional services looking in. Some partners max out their professional services capabilities and hit a growth plateau. Others never transcend their status quo because they lack the initial investment capital that fledgling professional-services practices require.

The obvious resolution to this constraint is to augment professional services capacity and staff with third-party resources. Outside professional services teams help partners enter lucrative, services-led engagements with reduced risk and little upfront investment. They help level the playing field, putting smaller resellers on equal footing with larger, better-staffed solution providers.

But the services augmentation model isn't without challenges. Solution providers often see third-party services and staff providers as a threat to their business and their perceived value to customers. That's why trust is so important.

Ingram Micro Professional and Training Services gives partners trusted expert help and support at every stage of an engagement, from initial assessment, through planning, deployment, maintenance, and on to asset disposition and recycling.

INNOVATE

Because professional services have become an integral element for sustaining business viability, many solution providers have become adept at offering the basics: IT implementation and configuration services, automated managed services and support, and virtual CIO support services. Where they often fall short is in advanced professional services such as software configuration and customization, application development, security assessments, regulatory compliance auditing, IT optimization, and the like.

These shortcomings leave money on the table and open the reseller to competitive displacement by increasingly well-armed vendors and larger solution providers with considerable professional services capabilities. But it needn't be so.

Every Ingram Micro partner can access one of the industry's deepest professional-services benches to engage services professionals, engineers and technicians to implement, manage and support their IT projects.

Expert Services

Ingram Micro Expert Services includes sought-after offerings such as wireless network assessments, virtualization health checks, infrastructure assessments, and penetration and web app vulnerability assessments. Expert implementation services include specialized installation, configuration and testing services for vendor-specific technologies across an array of verticals.



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Deployment Services

Ingram Micro Deployment Services provides cost-effective, on-demand teams of qualified experts anytime and anywhere, all managed with a single point of contact. This scalable, rapidly deployable workforce is at the ready to augment partner staffing for IT projects such as cabling, site surveys, digital signage and payment terminals.

Preferred Services

Ingram Micro Preferred Services links vendor products and a host of services in SKU-assigned bundles that let partners offer popular solution sets with a known price and a set degree of service. Offerings in the Preferred Services portfolio include applications development, migration, UCC implementation and Websense implementation.

3rd Party Services

Ingram Micro 3rd Party Services brings together expert services capabilities in specialized areas such as IT asset disposition, remote systems administration, IT staffing and vendor-agnostic warranty services.

Having a broad array of professional services available from a trusted source alleviates the primary concern for solution providers; whether the services meet the standards of quality the partner has set for its own business. Ingram Micro professionals work under the partner's brand, alleviating fears of account compromise and competitive displacement.

But solution providers looking to augment their practices with third-party professional services also need a fast and frictionless way to engage those assets in order to respond to sales opportunities in realtime. Ingram Micro Professional Services are delivered through Ingram Micro Link, a 24/7 online portal for requesting, ordering, delivering and managing services. Open to any active Ingram Micro reseller, Ingram Micro Link lets the solution provider maintain control of the client relationship while leveraging a single point of access for engaging third-party services expertise.

By augmenting services capacity and capabilities through Ingram Micro Link, partners can deliver on-site and remote services, find and engage other top-tier solution providers, or test new verticals without adding staff, all while letting Ingram Micro handle the financial transactions and manage nondisclosure, noncompete, and service-level agreements.

Ingram Micro understands that, for many solution providers, the use of third-party professional services is an evolving relationship. That's why Ingram Micro Link offers three levels of membership designed to grow with the solution provider as contract services become a bigger and more important part of the business.



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- **Ingram Micro Link Express** membership allows the partner to get started in professional-services augmentation by accessing the portal and submitting services requests.
- **Ingram Micro Link Select** membership adds the ability for partners to receive services requests from other partners and to market their services abilities directly to other Link members.
- **Ingram Micro Link Preferred** membership supports defined SKUs and SOWs, giving partners the power to quote and sell services bundles with confidence.

Link Preferred and Select members also get access to targeted marketing materials designed to drive awareness of the solution provider's brand, business, and emerging services offerings.

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now generate **more profit through
professional services** than they do through
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GROW

The first foray into third-party professional services for many solution providers is a one-off proposition. Out of necessity, they look to fill gaps in services capacity in response to a single client deal. Because Ingram Micro Professional Services make it easy to spin up an engagement with little risk or cost, they're perfect for the partner that wants to try professional services augmentation without a long-term commitment.

Services can be branded with the solution provider's name if desired, working as a part of their team, or services can be provided as if from coming from an independent resource.

But the real power of a professional services and training partnership lies in its ability to become a part of the solution provider's evolving go-to-market model and business strategy for the long term. With demand for more diverse professional services on the rise, solution providers with continuous capacity and ready access to skilled staff have tremendous potential to scale their businesses and accelerate their growth.

Ingram Micro Deployment Services, meanwhile, gives solution providers access to a nationwide network of technicians available to respond to customer projects regardless of location, platform, manufacturer or industry. This scalable, expert workforce ensures that the highest level of execution



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and support services and can be assembled and rapidly deployed to multiple locations, all with a single point of contact for project management.

For solution providers with designs on developing mature services practices on their own, Ingram Micro delivers a host of training options to give in-house staff the skills and certifications they need to support advanced, high-margin technology sets like Big Data, cloud computing, security, mobility and converged networking. Delivered on-site or online, Ingram Micro Training offers thousands of IT training and certification courses from premier vendors such as Cisco, Citrix, HP, IBM, Juniper Networks, VMware and many more.

Workers trained and certified through Ingram Micro have a large and lasting impact on their organizations, which have improved productivity and effectiveness and the ability to command 3.5 times more revenue per deal than uncertified staff, according to Forrester.

Professional services and staffing are among the most important sources of value and profit in the IT solution provider's arsenal. However, the high cost of spinning up and maintaining a robust internal services organization, the uncertainty of dealing with outside contractors, and the complexity of recruiting and developing skilled staff has kept many partners on the sidelines. **Until now.**

Ingram Micro Professional and Training Services gives solution providers easy access to a slate of the most popular professional services, staffing and training options in a minimal-risk, minimal-cost environment. Solution providers tapping into Ingram Micro Professional and Training Services gain access to capacity and specialties to meet market demands. It also eases the burden of staffing, filling the bill with skilled contract workers and providing industry-recognized training and certification programs to bolster in-house staff.

Ingram Micro Professional and Training Services lets partners say "yes" to deals that once seemed out of reach.

CONTACT US

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To see all our services offerings, visit www.ingrammicro.com/ptsplaybook