



Essential Vendor Advocate Desk (EVA)

EVA-Team@Ingrammicro.com

Fax# 716-616-1265

Desk hours – 8:30 AM to 7:00 PM Eastern

Vendor Program Overview

EVA (Essential Vendor Advocates) is a team created January 2006, within the Partners Licensing department to provide basic customer support for approximately 30-40 direct ship programs. We facilitate basic services for certain vendor programs* that are not currently supported by the Partners Licensing Group. We also handle some non-licensing direct ship vendor programs. We are constantly refreshing the list of vendors we choose to support. We will provide all quoting, order management** and basic communications for these vendor programs. This desk operates similar to the traditional licensing desks in the Partners Licensing Group however the services provided for the EVA vendors are limited and reactive for the most part. We expect to increase business on all the active vendors we support while providing consistent support for positive customer satisfaction.

Key Products

* A vendor program is an organized set of licensing, maintenance, or support non-inventory stocking direct ship part numbers.

Ordering Requirements

**Order management includes order entry, status requests, resend requests, and RMAs.

We strive to submit orders within 8 business hours. For Orders to process as quickly as possible, please include the following information:

- Vendor Program
- Your Ingram Account Number
- Your purchase order number
- End User information: Company name, Physical address, Contact name, Phone, email address
- Serial number/license key if ordering an upgrade, renewal, or hardware maintenance.
- If ordering hardware maintenance, provide purchase order number of the hardware order.
- Part numbers, quantities, and prices
- If your pricing is non-standard, please provide reference information to justify.

Order Status Inquiries

Please first check the Vendor programs listed below for average turnaround times. We will prioritize responses if your order is outside the lead times indicated below. For better results, please provide vendor name, order date, account number, and PO#. Please allow 3-6 business hours for a response.

For your convenience, you can research order status and renewals online using Click2License:

<http://click2license@IngramMicro.com>

For Quote Requests, please allow 8 business hours.

Returns

Return Authorizations are at Vendor Discretion. Times may vary by vendor, type of information requested, or by time of year.

Other EVA details:

- EVA is an internal Ingram support program to provide a more accurate, consistent and centralized customer service experience.
- EVA is an Ingram-only choice, evaluated and recommended by Ingram sales management.
- EVA is staffed by commissioned Sales Specialists responsible to grow the business.
- EVA is primarily supported by Email.
- EVA is an Ingram vehicle for evaluating and making recommendations for moving vendors to a traditional funded model in licensing.
- EVA is currently supporting approximately 30 vendor programs.

What EVA is NOT:

- EVA is not a program to be offered to or negotiated with Vendors.
- EVA is not a Vendor program option.
- EVA is not obligated to provide ROI reporting or other forms of Vendor obligations beyond normal vendor support.
- EVA is not typically vendor funded; however, "menu" options can be discussed on a case by case basis.
- EVA is not phone supported, other than occasional outcalls.
- EVA is not a contract program in any form.
- EVA is not required to provide the depth of expertise assigned to Vendor Licensing Specialists; however, expertise is accumulated and documented on an ongoing basis in an effort to provide better customer service experiences.

Indications of Need for EVA:

- Buyers are getting repetitive questions from sales
- Buyers are getting a high email or voicemail volume from sales
- Order error rates are higher than desired
- Excessive Returns
- Need some controls in place for program
- It's a special or new program the vendor wants to set up as an Ingram exclusive
- We need our margins controlled
- Program has unique pricing structure which can cause difficulties for Sales

Rules of engagement:

- Our priorities are primarily reseller and Ingram focused
- All skus handled by EVA must be direct ship
- All skus handled by EVA must be on their own separate vendor code
- All skus handled by EVA must be flagged "EMAIL EVA-team" and restricted for entry by EVA only. Sales cannot place orders for these skus.
- No reporting to vendors is provided
- No inbound live calls – email only
- No late hours on month or quarter end is provided for vendors unless there's a significant benefit to Ingram to do so
- Quantities of orders need to be manageable without dominating the available time of the team - if program grows to a high volume, funding discussions will take place. The vendor should be open to the concept of funding and the benefits a dedicated desk provides.
- Order entry must be similar to the other programs we support or other direct ship orders
- Non-basic services are available to vendors on a pay-for-service basis

EVA Team Vendor List

	Licensing/Support/Maintenance/Services	EVA Vendor Code	Typical Vendor Order Processing Time (business days)
1	ADTRAN MAINTENANCE	9891	5-10
2	ALLUME	U197	3
3	ARRAY NETWORKS	1264 1361	3
4	CANTATA (BROOKTROUT)	721	4
5	CASTELLE (OPEN TEXT)	1319	5
6	CELESTIX	9548	2
7	CHIP PC	9285	6
8	COYOTE POINT	1734	4
9	DRAGON MEDICAL (NUANCE)	U447	5-7
10	EMBARCADERO	7942	5
11	ESKER	583	2-4
12	IXIA	U531	2
13	LAPLINK LICENSING	9590	2
14	NETMANAGE MICROFOCUS	828	2
15	PTC MATHSOFT	1933	10
16	QUARK	1910	2-6
17	RISE VISION	U243	5
18	THINPRINT	U171	5
19	WEBROOT	1575 0522	3

Last Updated: 01/10/2012

If you have a vendor you're interested in having the Eva team handle or if you have any questions, please contact me to discuss.

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