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Ingram extends reach into Microsoft hardware

As part of its strategy to align itself with best of breed brands and afford its reseller base a wider array of quality components to assemble their solutions from, Ingram Micro South Africa has announced the extension of its reach on the Microsoft front to encompass hardware solutions.

In a nutshell, this move opens resellers up to Microsoft's range of pointing devices, keyboards, webcams and multimedia devices.

Nicola Homewood, Microsoft Product Manager at Ingram Micro South Africa says Microsoft's range of solutions caters for price conscious buyers, those in pursuit of premium performance and those that need peripherals designed expressly for use in the mobile world.

"It's a compelling line-up of products," she says. "And because these devices are made by the same vendor that in all likelihood provided customers with their software, users can rest assured that these components aren't only perfectly compatible with their user environment, but that design considerations were made as to their ideal and most convenient use."

Besides the breadth of product range, Homewood says reseller partners will also gain a great deal of additional value from Ingram Micro South Africa's agreement with Microsoft.

"Microsoft's continued commitment to this partnership will secure us, and in turn our resellers, with preferential pricing and healthy channel margins, essentially this partnership will stretch far beyond simply making these products available to our channel partners," she says.

"We will be offering product training for partners, driving internal and external campaigns, as well as strong sales incentives aimed at gaining and growing market share in this segment," she says.

"We will also be working in collaboration with Microsoft to grow this business and to ensure that Microsoft becomes the dominant player in this market segment. We're extremely positive about the potential this market segment holds and proud to be enriching our offering to partners with such a prestigious brand," she concludes.

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About Ingram Micro South Africa

Ingram Micro South Africa is a joint venture between Ingram Micro Europe, a division of Ingram Micro Inc, (NYSE: IM) and MB Technologies, established to market and distribute components and other technology products to VARs, system builders and integrators, and manufacturers throughout sub-Saharan Africa.

About Ingram Micro Inc.

Ingram Micro Inc. is the world's largest technology distributor. As a vital link in the technology value chain, Ingram Micro creates sales and profitability opportunities for vendors and resellers through unique marketing programs, logistics services, technical support, financial services and product aggregation and distribution. The company serves more than 150 countries and is the only global broadband IT distributor with operations in Asia. Ranked 70 on the Fortune 500, Ingram Micro generated \$35.05 billion in revenues for fiscal year 2007.

Visit www.ingrammicro.com or www.ingrammicro-europe.com

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