

cloud awesomeness

ROADMAP

The Ingram Micro Cloud Awesomeness Roadmap

THE BASICS OF MICRO CLOUD AWESOMENESS

1. SPONSORSHIP AND PARTNERSHIP
2. PERFORMANCE AND RELIABILITY
3. BUSINESS INTEGRATION AND VALUE
4. SECURITY AND COMPLIANCE
5. FLEXIBILITY AND SCALABILITY
6. COST EFFICIENCY AND OPTIMIZATION
7. SUPPORT AND SERVICES
8. INNOVATION AND FUTURE-PROOFING

 **SPONSORSHIP**
Partnership with leading cloud providers

 **PERFORMANCE**
High performance and reliability

 **INTEGRATION**
Seamless integration with existing systems

 **SECURITY**
Robust security and compliance

SCALABILITY
Elastic scaling to meet demand

COST OPTIMIZATION
Pay-as-you-go pricing models

→ **INNOVATION**

→ **OPERATIONAL EXCELLENCE**

→ **SECURITY AND COMPLIANCE**

→ **EXPERIENCED SUPPORT**

→ **INTEGRATED SOLUTIONS**

→ **PROVEN TRACK RECORD**

I 4 step della Cloud Awesomeness Roadmap



1. Costruisci – 1%

Inizia la scalata con l'attrezzatura giusta.

- 1-3 Soluzioni Cloud
- Provisioning manuale
- Approccio reattivo alla vendita e al marketing

Resellers in the Build stage are just dipping their toes into Cloud. They likely got started by provisioning Microsoft Office 365, and few venture beyond that flagship cloud offering. Minimal marketing to new and existing customers means sales efforts are reactive and opportunistic rather than proactive and well-conceived. Despite having won a customers' business, few resellers in the Build stage actively cross sell complementary solutions, missing tremendous opportunities to build a recurring revenue stream.

"If your customer is only buying one offering from you, it's much easier for them to go to your competition than if they are buying multiple offerings from you."



2. The Breadth Stage – 30%

I'm embracing SaaS and adding more cloud offerings.

- 4-10 cloud offerings
- Automated provisioning
- Digital marketing
- Increased cross-selling

Resellers in the Breadth stage have embraced SaaS and are selling several cloud offerings. They've learned the power of cross-selling as a proven way to boost profitability, and understand that digital marketing yields measurable results, and engage in a bit of it. Automated provisioning helps these resellers focus more time on running their businesses. Breadth resellers, however, are not leveraging a hybrid portfolio offering — selling cloud services via their Ingram Micro partnership as well as their own services where they have direct relationships with the vendor. In addition, they haven't ventured into the data center to offer IaaS.

"Fries with that burger? We should all be masters at cross-selling."



3. The Depth Stage – 9%

I'm moving into IaaS and growing my topline revenues.

- 10+ cloud offerings, plus IaaS
- Hybrid catalog
- Integrated digital marketing
- Automated provisioning
- Active cross-selling

Resellers in the Depth stage are tapping into the greatest revenue opportunity available for cloud resellers: IaaS. These resellers are actively selling 10 or more cloud offerings in addition to IaaS, becoming an end-to-end vendor for their customers. Cross-selling is in these resellers DNA, as is leveraging integrated digital marketing campaigns that may include videos, infographics, blogs, interactive content, and more. Automated provisioning enables these resellers to sell more with less effort.

"IaaS is the greatest untapped revenue potential available to cloud resellers today."



4. The Scale Stage – 1%

I may have arrived, but I'm not sitting still.

- 10+ cloud offerings, plus IaaS
- Self service
- Outsourced catalog
- Integrated digital marketing
- Automated provisioning
- Active cross-selling

Scale resellers are responsible for a lion's share of resellers' cloud revenues. What are these resellers doing right? Rather than ordering and provisioning on behalf of their customers, they're empowering their customers with self-service options. They've decided that maintaining their own catalog of cloud offerings is not cost-effective and outsource this function to the Ingram Micro Cloud Marketplace, taking advantage of resellers branding to ensure a consistent experience. Scale resellers may have reached Cloud Awesomeness, but they're not sitting still — they actively cross sell, aggressively market, and continue to build the number of cloud offerings in their catalog.

"The cost of selling to an existing customer is 4 times less than selling to a new customer."