

Partnering for success: Ingram Micro's value-added services for Cisco partners.

Ingram Micro is dedicated to empowering its Cisco partners with a comprehensive suite of value-added services and resources designed to help you achieve your goals, grow your business and secure a competitive advantage in the evolving technology market.

Partner enablement: equipping you for growth.

The Ingram Micro Cisco team, comprising over 150 associates across sales, market development, marketing and technical support, is committed to helping you succeed. We provide robust partner enablement programs to accelerate your Cisco practice and enhance your capabilities, including:

- **Cisco Virtual Learning (CVL):**
Ingram Micro's resource center for all things Cisco—featuring over 350 comprehensive training and enablement assets, including architecture-specific content, webinars, videos, blogs, podcasts, playbooks and sales tools. You can also register for upcoming webinars, schedule demos and stay on top of the latest industry trends—all in one place.
- **Business Transformation Center (BTC):** Sell strategically and close more deals by showcasing multivendor solutions and offering pre-sales training and post-sales CARE support.
- **Advanced Solutions Integration (ASI) Lab:** A free, customizable virtual environment, the ASI Lab enables partners to demonstrate how Cisco and multivendor cybersecurity solutions defend against real-world security incidents. This hands-on experience is available for technical and sales professionals.
- **Solution Design & Services (SD&S):**
Our SD&S team provides the support you need to win deals by helping build and deliver best-in-class, end-to-end solutions. Access field, internal and contact center technical enablement resources for configuration, demonstrations and training.
- **MSP Acceleration program:**
Specialized support to grow your managed services provider practice.
- **Software enablement series:**
Focused enablement for software-centric sales.



Ingram Micro Xvantage™: streamlining your business operations.

Future-proof your business, increase revenue and adapt to market changes with Ingram Micro Xvantage, our leading-edge digital experience platform.

- **Automation and efficiency:** Ingram Micro is the only distributor offering auto-quotes when a Cisco deal comes from Cisco, accessible immediately by partners or internal sales (subject to exceptions; currently, there are no EA agreements).
- **Enhanced order management:** Track consumption of each line on the DID, showing order details and quantity consumed. For enterprise accounts, list and switch associated BCNs, creating new auto-quotes.
- **Self-service capabilities:** Xvantage provides partners with self-service abilities for quoting subscriptions, modifying existing subscriptions and ordering. Access a renewals dashboard to proactively pull quotes and receive renewal notifications.
- **Business insights:** Leverage business insights to expand and grow your overall Cisco practice, equipping you with the right data to identify new opportunities.

Financial services: flexible solutions to close more deals.

Ingram Micro Financial Solutions offers a variety of customizable financing programs designed to help you and your customers navigate budget constraints, accelerate purchasing decisions and drive business growth. These solutions apply across any technology architecture and start at a lower entry point—just \$5K—compared to Cisco Financial Services' \$10K minimum.

- **Tailored financial offerings to fit every need:**

- o **Flexible payment terms**—select monthly, quarterly, annual, or milestone-based schedules to align with your customer's cash flow and project timelines.
- o **Payment deferrals**—allow customers to delay their first payment, ideal for those with tight budgets or long deployment cycles.
- o **Subsidized promotional rates**—offer 0% or low-rate (e.g., 3.99%) financing to overcome budget objections.
- o **Simplified documentation**—choose from embedded contract terms, one-page agreements or the buyer's purchase order.
- o **Instant credit approvals**—receive approvals in real time for transactions up to \$750K.
- o **"Less than cash" model**—give customers the flexibility to pay only for the portion and duration of the product they use.

- **Reseller benefits:**

- o **Fast funding**—get paid quickly to meet revenue goals and reinvest in future opportunities.
- o **Win more deals**—boost your close rate with creative financing alternatives.
- o **Enhanced buyer economics**—affordable monthly payments supported by competitive rates.
- o **Dedicated finance experts**—leverage a team of specialists to support your sales process and customer needs.
- o **Streamlined process**—simply share basic customer info, and we'll handle credit approval, pricing and contracts.
- o **Competitive differentiation**—stand out with a tailored financial solution in your proposals.
- o **Total solution financing**—bundle hardware, software and services into one convenient monthly payment.
- o **Global reach**—provide financing options in over 96% of countries worldwide.
- o **Expand buying power with credit line management**—use the finance contract with the funding partner to optimize your credit capacity at Ingram Micro.

- **Assignment of Proceeds (AOP):**

Increase buying power by leveraging the lease company's credit line with Ingram Micro. Ingram Micro invoices the leasing company, and upon delivery and acceptance, the leasing company pays Ingram Micro and remits the margin to you.

- **Leasing:**

Comprehensive leasing options to facilitate sales.

- **Other solutions:**

Direct Express, Federal Escrow and Agent Model Program.



Solution-focus enablement.

SHIELD program: Accelerate growth in secure networking.

The SHIELD program is a collaborative initiative between Cisco and Ingram Micro, designed to empower partners to accelerate growth, increase profitability and gain a decisive edge in the secure networking market. Rather than just a set of technical resources, SHIELD offers a holistic partner journey—guiding you from onboarding through enablement, sales acceleration and ongoing success.

SHIELD is tailored for both new and existing Cisco partners who specialize in networking and security solutions and want to maximize their sales of Cisco secure networking solutions. The program delivers a structured experience that combines expert-led enablement, strategic business planning and hands-on technical support to help you outperform competitors and win more deals.

Key benefits:

- Faster time to market.
- Accelerated growth and profitability.
- Ongoing learning and support—with access to technical, sales and business resources.

These experts work alongside you, not just delivering demos, but helping you position solutions, build tailored architectures and run proof-of-value engagements that convert opportunities into wins.

SURGE Program: Advance your Cisco Data Center and AI practice.

The Cisco SURGE Program is Ingram Micro's premier enablement initiative for partners, focusing on expanding their Cisco Data Center business with a strong emphasis on AI-driven solutions and infrastructure modernization. SURGE features two core tracks:

1. **The Data Center Enablement Track**, which strengthens expertise across Cisco's portfolio.
2. **The AI-Ready Data Center Track**, which prepares partners to lead in the era of artificial intelligence.

SURGE delivers structured learning, expert-led sessions and hands-on support, including one-on-one planning and follow-up from Ingram Micro experts. Partners gain insights into the AI-powered data center opportunity, learn to position Cisco against alternative vendors and access joint go-to-market planning with Cisco and Ingram Micro.



Key benefits:

- Increase profitability by selling the full Cisco Data Center and AI-ready portfolio.
- Gain a competitive edge with targeted enablement and differentiation strategies.
- Access personalized support and strategic resources.
- Stay at the forefront of AI and infrastructure modernization.

With SURGE, partners are equipped to lead the next wave of data center and AI transformation, delivering greater value to customers and driving sustained business growth.

Solution-focus enablement, cont.

Public sector support:

This acceleration program is designed to help selected Ingram Micro partners expand their Cisco business in the public sector. Through a series of strategic touchpoints—including outreach, enablement sessions and one-on-one engagement—the program will equip partners to better support public sector organizations in areas such as infrastructure modernization, cybersecurity, hybrid work and digital transformation.

Cisco 360 Navigator:

A program to prepare partners for the Cisco 360 Partner Program, equipping them with tools to maximize profitability and leverage Ingram Micro's exclusive services like Empower EA and CARE to increase Partner Value Index metrics.

Customer experience (CX) and lifecycle management: driving adoption and loyalty.

Ingram Micro is a market leader with our CARE and Empower EA programs, helping partners drive end-user adoption and consumption of Cisco solutions.

- **Ingram Micro CARE (Customer Adoption Renewal Experience)/ Customer Experience as a Service (CXaaS):**
Exclusive to Ingram Micro, this white-labeled program provides a dedicated team serving as your advocates. CARE experts develop tailored customer success plans (CSPs) to ensure that end customers fully leverage Cisco solutions and achieve outcomes more quickly.
- **Partner enablement track:**
Our partner success team helps you develop a CX practice, understand software-centric sales and recognize the importance of business outcomes and lifecycle management.
- **End-customer enablement track:**
Dedicated customer success and technology adoption executives act as your advocates, ensuring end customers adopt solutions and achieve desired outcomes quickly via CSPs.
- **Empower EA:**
Sell any Cisco EA without a certification by leveraging Ingram Micro's EA credentials for a fee.
- **Cisco Partner Experience Platform (PXP) and Distributor Partner View (DPV):**
DPV within PXP provides expanded visibility into reseller views, dashboards and data, enabling Ingram Micro to better serve partners by aligning on profitability, program performance and growth.
- **Cisco 360 Navigator:**
A program to prepare partners for the Cisco 360 Partner Program, equipping them with tools to maximize profitability and leverage Ingram Micro's exclusive services like Empower EA and CARE to increase Partner Value Index metrics.
- **Digital journey:**
Engage customers with timely, customized interactions to guide them through their solution journey, increasing time to value and retention.



Solution-focus enablement, cont.

Professional and technical services: expanding your service capabilities.

Leverage Ingram Micro's expertise to deliver a broader range of services to your customers.

- **Ingram Micro professional services:**

- o **Cisco training services:** We currently offer 11 classes.
- o **Ingram Micro Authorized Training Center:** Explore Cisco's world-class portfolio of technology solutions—from networking and security to collaboration, cloud management and beyond—designed to power and protect industries and communities worldwide. Invest in your growth with Cisco training. Stay current with the latest innovations, sharpen your expertise and give your career or business the competitive edge it deserves.
- o **Ingram Micro Deployment Services:** Nationwide deployment services with Ingram Micro Program Management.
- o **Ingram Micro Link:** This peer-to-peer services network provides partners with 24/7 online access to IT solutions across the technology lifecycle, enabling partners to enhance technical expertise and expand their geographic reach.
- o **ITAD (IT Asset Disposition):** We minimize the risk, cost and complexity of securely managing IT equipment throughout its lifecycle, specializing in secure chain-of-custody logistics, data destruction, reuse, remarketing and environmentally responsible recycling.
- o **Onsite technicians and project management:** Ensure large-scale projects go smoothly with fixed-cost pricing.

- **Technical security and wireless services:**

- o **Wireless assessments:** Predictive assessments for optimal placement and tuning of wireless access points. Passive/validation assessments verify tuning post-installation.
- o **Internal and external vulnerability assessments:** Identify weaknesses in internal networks and external security perimeters that could be exploited. Receive actionable insights to fortify security.
- o **Social engineering assessment:** Improve security posture by testing human vulnerabilities.
- o **Firewall rule audit assessments:** Review firewall rules against best practices, software vulnerabilities, SANS policy compliance and configuration reports.
- o **Penetration test:** Evaluate the effectiveness of an existing security network by attempting to gain access to information, simulating real-world attacks.



Leverage Ingram Micro's comprehensive value-added services to enhance your Cisco practice, deliver exceptional customer value and drive profitable growth.
Visit [Ingram Micro Xvantage](#) to contact the [Ingram Micro Cisco team](#).