



Customer
Adoption
Renewals
Experience

Ingram Micro CARE Customer Success



CARE - End Customer Enablement Track



Our Dedicated Customer Success Executives and Technology Adoption Executives are your advocates, ensuring your end customer is adopting the solution and achieving their desired outcomes as quickly as possible

Key Points:

- Create Scale by leveraging Ingram Micro Resources
- Partner Led approach – CX team “white labeled” to best support the partners preference when approaching their customers
- Assist in adopting and realizing the full value of the solution they purchased in the shortest amount of time through Customer Success Plans (CSPs)
- Visibility into our third-party success tool to track progress throughout the lifecycle
- Deliverables include end customer health scores, consumption telemetry data, and quarterly success reviews to keep everyone on the same page



Jason Kennedy
Sr. Customer Success Executive



Chris Heinrich
Sr. Technology Adoption Executive



Derrick Bennett
Customer Success Executive



Nick Vermiglio
Technology Adoption Executive

- ✓ Increase Renewal Rate
- ✓ Increase Customer Retention
- ✓ Additional revenue streams
- ✓ Increase Speed to market
- ✓ Accelerate Time to Value
- ✓ Reduce Churn

CARE (CXaaS)



Customer Success as a Service (CXaaS) is a model where companies either outsource their customer success functions or use Ingram Mico's CARE team as an expansion of their CX team.

Here are the key points:

- **Scalability:** CSaaS helps businesses scale their customer success efforts quickly and efficiently by leveraging external expertise and resources.
- **Proactive Support:** It involves proactive engagement, personalized support, and ongoing assistance to ensure customers derive maximum value from their products or services.
- **Improved Metrics:** The goal is to enhance customer satisfaction, retention, and loyalty, which in turn boosts revenue and reduces churn.
- **Flexible Solutions:** CSaaS providers offer tailored solutions that act as an extension of the internal team, addressing specific needs and gaps.

End Customer CARE as a Service (High Touch)



C.A.R.E.

as a Service



The Value



- Leverage Ingram Micro Resources
- Reduce Churn Through Full Adoption



- Monetize Lifecycle and CX
- Foster Natural Upsell and Cross Sell



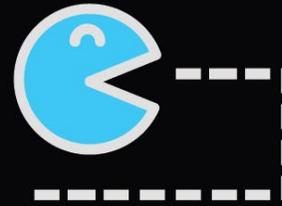
The Deliverables

- ✓ Ingram Micro Technical led software portfolio overview and activation
- ✓ Dedicated Ingram Micro Customer Success Manager
- ✓ Dedicated Ingram Micro Technical Adoption Executive
- ✓ Up to 6 Customer cadence calls/success reviews included
- ✓ Up to 3 Technical Enablement Trainings included (1 Hour Each)
- ✓ CSM and TAE Omni Channel Support (Teams chat, Email, and Tool Access)
- ✓ Automated Consumption Information
- ✓ Customer Success Plan Tracking
- ✓ Customer Health Score Tracking

End Customer EA Consumption with CARE



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CONSUMPTION

With C.A.R.E.

1



Consumption

EA Consumption Data pulled
and sent automatically from
EA Workspace via API

2



Activation

Easy to read and actionable
data curated for both the
partner and the end user

3



The Cost

\$25 per Month
\$300 for a 1 Year EA
\$900 for a 3 Year EA
\$1,500 for a 5 Year EA

4



The Team

For more information
Contact The C.A.R.E. Team today
CARE@ingrammicro.com

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End Customer Technical Enablement with CARE Cisco Collaboration



Enablement with C.A.R.E.



Collaboration End User Adoption Enablement

Vendor:

- Cisco

Solutions Applicable:

- Webex Calling (Webex app)
- Webex Meetings (Webex app)
- Webex Messaging (Webex app)
- Webex Calling (Physical Phones)
- Cisco Video (Collaboration Video devices)



Training Enablement Examples

- Demonstration of all Webex app functionality (messaging, meetings, and calling) – where applicable
- Deliver a guided walk through of how to use features associated to messaging, meetings, and calling within the WebEx app.
- Provide best practices and tips and tricks for users of the Webex technology.
- Illustrate how to use physical phones and video collaboration devices.



For more information
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End Customer Technical Enablement with CARE Cisco Collaboration



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Enablement with C.A.R.E.



Collaboration “Over the Shoulder” Administration Enablement

Vendor:

- Cisco

Solutions Applicable:

- Webex Control Hub Administration
- Cisco Endpoints (Cisco Collaboration Video and Phone devices)



Training Enablement Examples

- Demonstration and understanding of all Webex Control Hub.
- Provide guided walk through of Webex Control Hub including an instruction of features, functionality, and configuration suggestions based on feedback/questions.
- Review of features available based on licensing purchased.
- Illustrate Best Practices, tips and tricks for administrators to optimize their solutions.
- Address questions and deliver answers based on specific needs and planning for future considerations.



For more information
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*cost is determined by customer need

End Customer Technical Enablement with CARE

Cisco Security



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Security “Over the Shoulder” Administration Enablement

Vendor:

- Cisco

Solutions Applicable:

- Secure Firewall (NGFW)
- Secure Endpoint (AMP)
- Secure Client (Anyconnect)
- Umbrella
- Duo
- Cloud Email Threat Defense (CES)
- XDR* (no automation)



Training Enablement Examples

- Demonstration and understanding of Cisco security solutions and respective dashboards.
- Provide guided review of security solutions including a walkthrough of features, functionality, and configuration suggestions based on feedback/questions.
- Review of features available based on licensing purchased.
- Illustrate Best Practices, tips and tricks for security administrators to optimize their solutions.
- Address questions and deliver answers based on specific needs and planning for future considerations.



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End Customer Technical Enablement with CARE

Cisco Enterprise Networks



Enablement with C.A.R.E.



Enterprise Networking "Over the Shoulder" Administration Enablement

Vendor:

- Cisco

Solutions Applicable:

- Enterprise Catalyst Networks via Catalyst Center (DNA Center)
 - SWIM, Plug and Play, and Assurance
- Meraki "Full Stack" solution via Meraki Dashboard
- Thousand Eyes



Training Enablement Examples

- Demonstration and understanding of Catalyst Center (DNAC), Meraki Dashboard, and Thousand Eyes (where applicable)
- Provide guided review of solutions including a walkthrough of features, functionality, and configuration suggestions based on feedback/questions.
- Review of features available based on licensing purchased.
- Illustrate Best Practices, tips and tricks for administrators to optimize their solutions
- Address questions and deliver answers based on specific needs and planning for future considerations.



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End Customer Technical Enablement with CARE

Deliverables



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The below is applicable to ALL
Enablement offers

Expected Deliverables

All session/s to be hosted by Ingram Micro Events and recorded. The recording/s will be provided to the customer and partner through an IM moderated Webex Teams space. The recording link will be available for 30 days post training date in this Teams space.

The recording will not be download-able and will only be available to the participants added to the Webex Teams space. These participants will be those attendees confirmed on the training session/s. The Teams space will be active and available for post training question and answer for 30 days post training session/s. A post training session survey will be sent to all attendees to provide actionable feedback to Ingram Micro trainers, partner, and customer.

Training Enablement Delivery Method

Training delivery and execution are delivered by Ingram Micro Business Transformation Center engineers certified and specialized in the Cisco technology and solutions they support.



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CARE Customer Success and Technical Enablement



Your Customer Success Account Executive and Technical Enablement Technical Architect at Ingram play a pivotal role in ensuring that your customers achieve their desired business outcomes while using Cisco's products and services. Here are some key responsibilities:

Strategic Leadership: Building deep relationships with senior leadership at customer organizations, partners, and Cisco account teams to align on goals and strategies

Customer Advocacy: Acting as the primary advocate for customers within Cisco, ensuring their needs and feedback are addressed.

Business Outcomes: Helping customers realize the full value of their investments in Cisco solutions by driving business outcomes and ensuring successful adoption.

Renewals and Expansion: Enhancing and guiding efforts to renew customer contracts and identifying opportunities for upselling and cross-selling

Technical Expertise: Aligning technical resources which provide insights and best practices for the implementation, adoption, and migration of Cisco solutions.

Lifecycle Management: Overseeing the entire customer journey, from initial engagement to post-purchase support, ensuring each touchpoint is optimized for satisfaction and loyalty

The future of the Customer Experience and CXaaS



In the next year, Customer Experience as a Service (CXaaS) is expected to see several key advancements such as:

Increased AI Integration: AI and machine learning will play a larger role in personalizing customer interactions and predicting customer needs, leading to more proactive and efficient service

Omnichannel Support: There will be a stronger emphasis on providing seamless experiences across multiple channels, ensuring customers can switch between platforms without losing continuity

Enhanced Data Analytics: Companies will need to leverage advanced analytics to gain deeper insights into customer behavior, helping to tailor services and improve customer satisfaction.

Scalability and Flexibility: CXaaS solutions will become more scalable and flexible, allowing businesses of all sizes to adopt and benefit from these technologies.

Focus on Security and Compliance: With increasing data privacy concerns, there will be a greater focus on ensuring that CXaaS solutions are secure and compliant with regulations

These trends will help businesses deliver more personalized, efficient, and secure customer experiences.

Our Call to Action



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