

# Empower EA: Maximize your Cisco recurring revenue earning potential.

As IT becomes more software-driven, it opens the possibility for solution providers to build recurring revenue businesses. Unlocking the power of Cisco Enterprise Agreements (EAs) is critical for your success, and Empower EA by Ingram Micro can help you get there more quickly.

## Pivot to a software-led sale.

By focusing on subscription-based offerings and the value of Cisco EAs, you can address customer needs more effectively while fostering stronger loyalty. With Empower EA, you'll have the tools and resources to prioritize software in your portfolio, delivering enhanced value to customers and your bottom line.



## Why choose Empower EA?

- **No advanced certifications required:** Capitalize on EA opportunities you're not certified to sell—for a small uplift fee—by leveraging Ingram Micro's certifications.
- **Expand your portfolio instantly.** Empower EA allows you to sell Cisco Collaboration, DNA, Data Center and Security Choice enrollments.
- **A shorter sales cycle.** Once you sign up, you can start using it immediately—no waiting period.
- **A lower cost of doing business.** Instead of investing time and money into hiring and training, you can close deals with your existing staff.
- **Customized training and support.** Ingram Micro will provide training and education that are aligned with the entire EA lifecycle.
- **Empowerment.** With this program, you call the shots with your customers, leveraging Ingram Micro's credentials, pricing tools and other resources as needed.
- **Improved metrics.** Increase your Partner Value Index in the new Cisco 360 Partner Program.

Contact us at [empowerea@ingrammicro.com](mailto:empowerea@ingrammicro.com) to learn how we can help you say “yes” to new possibilities.