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As a technology partner, what is Ingram Micro's unique selling proposition (USP)?

We at Ingram Micro have always believed in delivering personalized and intelligent experiences to our partners, vendors, and associates. That's why we have launched our digital experiential platform - Ingram Micro Xvantage. Xvantage helps us differentiate or distinguish our brand from the rest of the players in the industry as it completely redefines how we interact and transact digitally.

Ingram Micro Xvantage embodies our wholehearted commitment to innovation, and it helps our partners learn, partner, build, manage and buy a wide range of technology-led business solutions in the most convenient way. Leveraging the power of AI, ML and analytics, Xvantage also provides real-time insights and recommendations to users so that they can make the most prudent business decisions regarding building a solutions package. In fact, our digital experiential platform has a compelling set of features, functionalities and capabilities that elevate the experience of partners and vendors alike.



How can Ingram Micro specifically support start-ups in scaling up their digital/technology capabilities?

Start-ups and small and medium-sized businesses often face distinct challenges during their digital transformation journey. Moreover, as different organizations are in diverse stages of their transformation journeys, their digital transformation aspirations and goals vary widely. In this context, we have taken multiple actions to help start-ups and SMBs embrace digital transformation and enhance their digital capabilities efficiently. We focus on the digital empowerment of start-ups, including digital education, enablement, and optimization in conjunction with personalized support services.

Our Ingram Micro Xvantage platform ensures seamless access to digital technologies and technology-led business solutions for businesses of all sizes. Moreover, our wide range of Professional Services, Cloud Services, Managed IT Services, Financial Services, and even IT Lifecycle Management Services can help them accelerate their digital transformation journey in the most competent way.

How can start-ups benefit from adopting cloud solutions? How can Ingram Micro help start-ups on their cloud journey?

Cloud Solutions enable businesses to achieve operational efficiency, agility, flexibility, and scalability, and this stands true for all start-ups as well. Cloud allows you to collaborate more effectively and embrace innovation

which subsequently helps you meet multiple evolving needs of the digital age. To help start-ups leverage all these compelling benefits, we offer a comprehensive range of Cloud Solutions Portfolio, including Platform as a Service, Infrastructure as a Service, and Software as a Service. Our teams of qualified cloud experts provide personalized consultation services to help businesses accelerate their cloud journey and choose the best options across shared, hybrid and multi-cloud environments. Additionally, our Managed Services and Financial Solutions enable start-ups to embrace the cloud without being bothered about their technical adeptness or cost appetite. In short, we are committed to providing comprehensive cloud solutions, expert guidance, and flexible consumption options to start-ups to help them harness the true potential of cloud.