



DELIVERED \$220M IN QUOTES

The RSP automates the delivery of service renewal quotes to resellers.

REDUCED COST OF SALE

Automation eliminates resources and time required for executing on low-dollar renewal opportunities.

ADDRESS ALL LOW-DOLLAR, HIGH-VOLUME OPPORTUNITY

Ingram Micro and their resellers can focus on high-dollar opportunities while feeling secure that low-dollar renewals are being addressed.

SINGLE SYSTEM FOR CONTRACT MANAGEMENT

Resellers and end customers can access the RSP for complete visibility to their service contract and warranty portfolio.

CHALLENGE

When the world's largest technology distributor, Ingram Micro, Inc., needed a better way to automate and expedite service sales, it turned to MaintenanceNet. The two companies first joined forces in 2006 to lead the industry in deploying a cloud-based service contract management platforms. That platform – called the Reseller Services Portal (RSP) – continues to flourish today serving as a complimentary resource for Ingram Micro's 3,700 reseller partners across North America.

Always looking to deliver greater profits and operational efficiencies to its resellers, Ingram Micro recently asked MaintenanceNet to build upon the power of the portal and find new ways to help its partners close more service deals faster, and without the need to hire additional sales staff. The goal was to eliminate tedious quoting and ordering processes, and give resellers the ability to capture up to 100 percent of the service revenue opportunity available to their businesses through a more effective focus on "low-dollar" service renewal opportunities.

TECHNOLOGY REQUIREMENT

Recognizing that automation represented the most effective way to expedite sales processes for Ingram Micro and its resellers, MaintenanceNet went to work putting the technology pieces in place immediately. It began by taking on the complex challenge of seamlessly integrating the various back-office systems supporting the RSP with the array of ERP and ordering platforms. This task, which involved ensuring compliance with existing processes and business rules, was set in motion to facilitate communication with supply chain partners and eliminate the often time-consuming steps required to obtain service quote validations from manufacturers.

SOLUTION

With the technology integrations firmly in place, MaintenanceNet then implemented its Auto Quote solution as part of the RSP. Auto Quote "auto-creates" low-dollar service contract quotes and sends them directly and securely to resellers for processing with their customers.



“Auto Quote takes all of the hassle out of service sales and empowers our resellers to focus on selling instead of spending time on the operational tasks that can consume their work day. We’re very pleased to have this valuable resource as a part of the Ingram Micro RSP.”

Peter Gambino,
Vice President of Advanced
Technology - Cisco Business
Ingram Micro, North America

Offered free of charge via the RSP, all Auto Quotes are automatically pre-validated with Ingram Micro’s manufacturer partners and delivered to resellers electronically, via email, 90 days in advance of service expiration. The Auto Quotes are designed to improve the ease of ordering services with Ingram Micro and can be viewed and managed through the RSP.

In addition to supporting expiring low-dollar service contracts, Auto Quotes can also be generated to sell a new service in conjunction with an “unattached” product – a product sold without a service agreement. In addition, the quotes can be translated into local languages and currencies to meet the needs of customers on a global scale.

BENEFITS

The addition of Auto Quote to the RSP has been nothing short of a success, delivering more than \$220 million in Cisco SMARTnet sales opportunities to Ingram Micro’s North American resellers in the past year alone. The RSP gives solution providers everything they need to excel at service sales. It serves as a centralized online location from which they can quickly and easily transact and manage Auto Quotes, track expiring service contracts, generate on-demand service quotes and order services for their customers.

Key benefits of the Auto Quote solution for Ingram Micro include:

- Delivered more than \$220 Million low-dollar renewal quotes in one year
- Reduced cost of selling low-dollar services
- Resellers gain additional service sales coverage without hiring additional sales agents
- Empowers resellers to focus on selling instead of spending time on operational tasks
- Offers a low-touch, no-touch solution to capture revenue that may have gone unaddressed
- Ingram Micro can close more sales deals faster, while keeping partner relationships intact
- Manufacturer-validated quotes are delivered via email in a professional electronic format
- Integrates with existing systems, processes and business rules

FOR MORE INFORMATION OR A DEMO CONTACT US 866.699.7212