

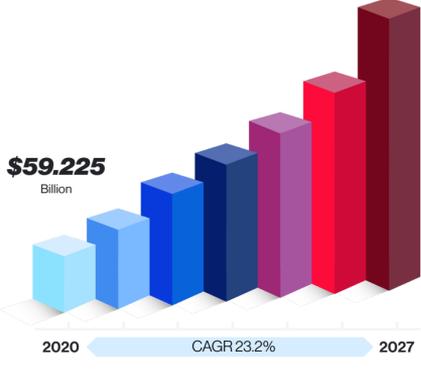
# CAPTURE YOUR SHARE OF THE \$200+ BILLION IAAS OPPORTUNITY

Add more of the fastest-growing cloud segment to your portfolio



Why are more companies adopting cloud and hybrid cloud architectures that integrate with infrastructure as a service (IaaS)? It's simple. IaaS is now the single biggest cloud opportunity for channel partners like you—and will be for the foreseeable future.

Take a look at the projected market growth of IaaS worldwide



“By the end of 2027, the global IaaS market is expected to be worth \$201.83 billion.”

## THE TOP 3 IAAS OBSTACLES

If you're ready to realize more profit from IaaS, you'll need to find a way around the most common roadblocks:

- 1. You may find it difficult to provide relevant cloud solutions to your customers.**
- 2. Cloud technology & computing tools are evolving at a fast pace that's hard for you to match.**
- 3. You may be unable to help your customers calculate TCOs & ROIs for cloud adoption.**

## FOR EVERY CHALLENGE, THERE'S A SOLUTION

Discover how you can succeed in building and growing a rewarding IaaS business by following these proven strategies:

- Adapt**  
If you don't have in-depth cloud knowledge, the right relationships & the right portfolio of solutions, your customers may take their business elsewhere...  
**► Strategy:** Learn how your business can adapt to changing market realities.
- Learn**  
If you don't successfully embrace IaaS, you'll find it more challenging to compete and grow...  
**► Strategy:** Offer your customers the latest IaaS solutions & services.
- Quantify**  
If you're unable to help your customers quantify the cost savings IaaS can provide them...  
**► Strategy:** Guide your customers to cost optimization opportunities.

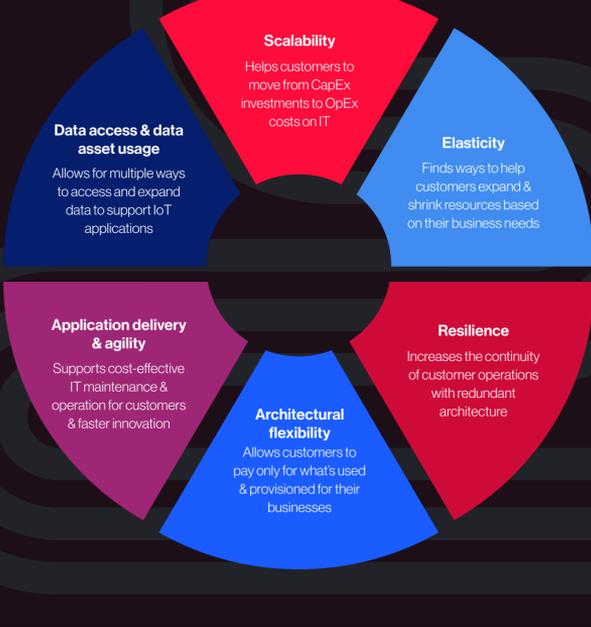
## SEE WHAT'S IN IT FOR YOU

Here are four measurable advantages to look for when you add IaaS solutions to your portfolio:

- Create**  
Gain the tools you need to build a recurring revenue model & predictable cash flow.
- Earn**  
Realize more sustainable profit margins by offering in-demand cloud solutions.
- Expand**  
Grow your cloud portfolio to better meet your customers' business needs.
- Build**  
Strengthen your customer relationships & increase their long-term loyalty.

## 6 WAYS YOUR CUSTOMERS WIN

Offer the best and most flexible IaaS solutions available and your customers benefit in more ways than one—all of which results in long-term customer loyalty.



## VERTICAL MARKETS PRIMED FOR IAAS SUCCESS

- Retail**  
**39.8%**  
of retailers are increasing their overall ICT budget as many focus more on cloud
- Healthcare**  
**78.8%**  
increase in global healthcare cloud market expected by 2025 up from 2020
- Financial Services**  
**77%**  
of traditional financial institutions plan to put more focus on the latest technologies
- Manufacturing**  
**61.6%**  
of manufacturing companies prefer to use public cloud services

Now that you know all the benefits of IaaS solutions for you and your customers, how do you find the best IaaS partner to optimize your sales and profits?



### Look for differentiators that deliver a competitive edge

There's a lot to learn about selling IaaS. That's why your success—and that of your customers—hinges on finding the right IaaS partner. Here are key differentiators you should look for:

- Multi-cloud IaaS vendor ecosystem
- End-to-end portfolio of IaaS services
- Click-to-deploy solutions
- Data center decommissioning and buyback services
- Cloud optimization services
- Vendor loyalty programs
- One contract for rapid access to vendors, products and services

By working with a partner who offers comprehensive IaaS vendors, solutions and services, you'll spend less time and money in launching and expanding your IaaS business.

## MAKE YOUR MOVE

Consider partnering with Ingram Micro Cloud to get all this and more:

- #1**  
#1 Worldwide Microsoft Azure Indirect Partner
- AWS**  
AWS Advanced Consulting Partner
- 10+**  
10+ Different IaaS Vendor Certifications
- 24**  
Available in 24 Marketplaces
- 55+**  
55+ Dedicated Certified Architects
- 100+**  
100+ Certifications in IaaS

Explore all the ways Ingram Micro Cloud gives you access to the world-class IaaS solutions your customers need, along with the expert tools and support to build and grow a profitable IaaS practice.

**I'M READY TO SUCCEED WITH IAAS**

