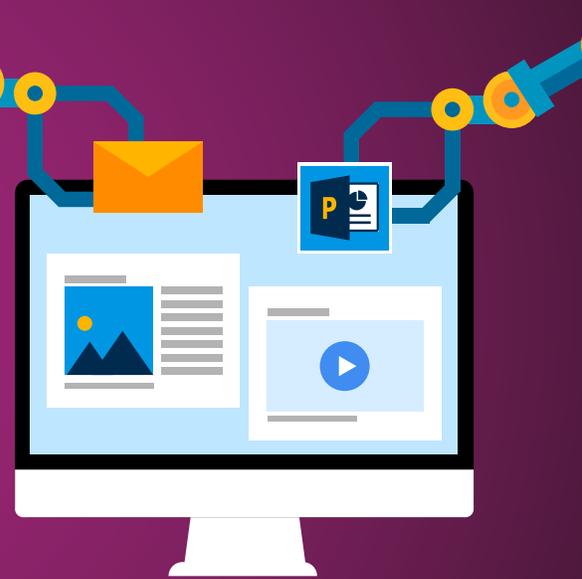


GO-TO-MARKET HUB

Build your cloud services sales pipeline and sell more with unlimited access to the first-ever go-to-market automation tool



With the proliferation of cloud services, it takes a lot of effort to be a thought leader for your customers. Researching products from various vendor websites is time consuming, and the information is often inconsistent and outdated. To win customers, you need the expertise and training to consult, market and sell the right products. You need to automate your sales enablement and marketing in order to save time, money and resources. You'll become your customer's go-to advisor, providing thought leadership, insights and perspective to clients, which is essential to building stronger relationships and increasing sales. Ultimately, by automating your go-to-market strategy, you'll be able to simplify your efforts, win new customers and get to revenue faster.



Prebuilt digital marketing campaigns



Sales tools



Cloud industry insights



Central repository of playbooks



Single source for all vendor product news and updates



Customizable sales assets

Go-to-Market Hub helps solve key business challenges for Partners



Simplify and streamline the way you prep your sales team

You spend so much time tracking down product information and creating sales collateral. With the Go-to-Market Hub, you can stay educated and save valuable time with powerful go-to-market automation tools.



Become a trusted cloud expert overnight

Staying up-to-date on the cloud market can be costly and slow. With product info, market insights and marketing tools in one place, you'll be your customer's go-to cloud expert, gaining more customers and maximizing conversions.



Power your pipeline with marketing automation

Effective marketing campaigns require expertise and time that not everyone has. With the Go-to-Market Hub, you can customize and automate your digital campaigns as well as access reports on lead generation.

Key features

Sales enablement resources

- Consistent product sales guides
- Customizable sales sheets and pitch decks
- Product logos and screenshots
- Product videos and demos
- Initial-Sell Advisor and Cross-Sell Advisor tools that determine the best products to sell to customers

Digital marketing automation tools

- Marketing email campaign templates
- Pre-created landing page templates
- Social media syndication
- Banner ads
- Content for syndication
- Manage and score leads and forecast opportunities
- Reports and insights on marketing campaign results

Cloud news and industry insights

- Ingram Micro Cloud, vendor and product news
- Industry-focused white papers, infographics and presentations
- Events and webinars
- Research reports

Key benefits

Maximize sales opportunities and profit

- Quickly adapt to market demands and changes to extend your portfolio and sell the right products
- Boost sales, acquire and retain customers with the help of interactive product discovery tools

Increase brand awareness and drive more leads

- Improve your brand's visibility and recognition with comprehensive marketing collateral and asset customization
- Provide consistent messaging with standardized product content

Transform into a competitive cloud expert

- Exceed your customers' expectations and advance your business strategy with business development insights, best practices and valuable market information
- Quantify, measure and benchmark performance to help realize ROI and guide strategy and growth

By the numbers

Stay relevant and competitive with go-to-market automation. Here are the facts:

- Global spend on marketing automation tools to surpass \$25 billion by 2023
- 55% of global marketers plan to increase spending on overall marketing technology by 2020
- Only 25% of organizations have a mature sales enablement function in place
- For every dollar a company invests in training, it receives about \$4.53 in return – which is equivalent to a 353% ROI

About us

At Ingram Micro Cloud, we view cloud not just as a single technology, but as a foundational platform to run and drive a whole new way of doing business. We help resellers and partners get up and running with cloud quickly, enabling them to transform their business. We help our clients monetize and manage the entire lifecycle of cloud services, infrastructure and IoT subscriptions, helping them simplify digital transformation with confidence, speed and agility.

For more information, visit IngramMicroCloud.com