



CASE STUDY

AvePoint Seeks Cloud Expansion in the Channel



INDUSTRY

Computer Software

LOCATION

Jersey City, New Jersey

EMPLOYEES

1,000+

AvePoint, a leading Software and IT Professional Services company focused on data management solutions, is a five-time winner of the Microsoft Partner of the Year award and offers the only full suite of SaaS solutions to migrate, manage, and protect data in Microsoft 365. Since 2001, they have paved the way in data migration and backup services in the channel. Expanding into the cloud was a natural transition for them, providing a cloud platform that is certified against leading security accreditations and is one of the largest SaaS userbases in the Microsoft 365 ecosystem.

They started their journey with Ingram Micro Cloud in 2018 and have since seen significant growth both as a company, and as a channel partner. With products and services spanning Cloud Backup, Cloud Management, Data Migration, and Policies and Insights, AvePoint remains a standout cloud solution for Microsoft resellers and has recently expanded into offerings for Google resellers as well.

Seeking Opportunities in the Cloud

In 2018, AvePoint came onboard with Ingram Micro Cloud, with the goal of extending their offerings to the Ingram cloud reseller ecosystem, leading with their suite of cloud products, AvePoint Elements MSP. From there, their journey began, growing their network of partners, MSPs, and resellers alike.

Working together with the Ingram Micro Cloud team has been pivotal for AvePoint, and vice versa. “Working closely with the product management, Microsoft, and ecosystem teams at Ingram to identify, recruit, and enable MSPs, and to then automate the entire backend and provisioning process has been a game-changer for our partners by creating a more agile and seamless experience through one single pane of glass,” added Scott Sacket, Senior Vice President of Business Development and Channel at AvePoint.

Ingram Micro Cloud teams have nurtured the relationship with AvePoint since day one, helping them frame their strategy and really get to know the channel partners. James Echeverria, a Solutions Development Specialist at Ingram Micro Cloud, has worked closely with AvePoint through their journey, and continues to work with them today. James believes, “AvePoint has done an incredible job of making it easy for our partners to purchase and have a great experience with their solutions. Once a partner purchases AvePoint solutions on the Cloud Marketplace, they will get the licensing within minutes and a ‘welcome’ email. AvePoint provides links to instructions on how to get started, 24/7 technical support, and even an opportunity to request a one-on-one walk-through with an AvePoint engineer. They genuinely care about the partner experience, and it contributes to their success.”

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Scott Sacket

Senior Vice President of Business Development & Channel

Finding Success in Cloud Marketplace

The opportunity to grow their reach within the channel has paid off in spades. With a growth of 116% in 2021, their continued dedication to putting the partner first and enabling them through participation in Ingram Micro Cloud’s robust partner enablement programs and trainings combined with joint educational opportunities with Microsoft has really launched AvePoint into new horizons. Actively, they’ve participated and continue to engage in such programs and events like MSFT Sales and Technical Bootcamps, AvePoint and MSFT joint webinars, MSFT Security Expert Program, and has also consistently offered various promotions and discounts to partners to help them sell more AvePoint.

“Working with AvePoint as their dedicated Cloud Vendor Manager has been an awesome experience. They’re creative, collaborative, and totally invested in the channel. Their willingness to go above and beyond to connect to both our internal sales teams and the partners shows their dedication to providing a solution that makes it easy for partners to transform their business,” added Cara Eberle, Cloud Vendor Manager for Ingram Micro Cloud.

Next Steps for Unlocking New Partner Relationships

Along with repeating their current successful strategy, AvePoint continues to accelerate into cloud with various partner programs, digital marketing campaigns, channel-focused discounts and promotions, and is now launching offerings outside of the Microsoft suite, such as their latest Google Cloud Backup product.

Scott echoes the success story, commenting, “We are excited to continue the close collaboration with the Ingram team through new product releases like Google Cloud Backup as well as continuous marketing and awareness campaigns as we help AvePoint partners navigate their digital transformation journey and collaborate securely and with confidence.”