

Sales & Marketing Hub

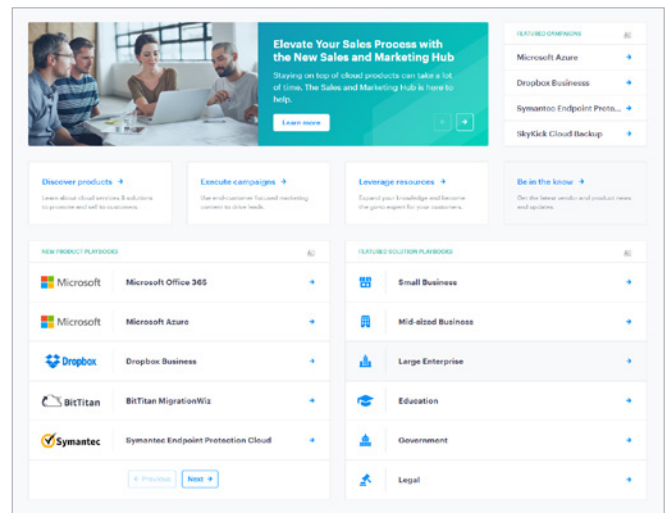
Your one-stop shop for enablement and marketing tools

The Sales & Marketing Hub, available at no-cost to Ingram Micro Cloud Marketplace reseller partners, accelerates demand and revenue generation by providing a comprehensive set of sales enablement resources to educate and enable your salespeople on new cloud products and services while providing pre-built campaign templates and valuable marketing tools to your firm's marketers.

It is a single destination, fully-digitized resource where resellers can discover and learn about vendor products, create and execute marketing campaigns, and access customizable sales enablement resource and industry insights so you can be the go-to cloud experts for your customers.

The Sales & Marketing Hub delivers:

- Convenient access within Cloud Marketplace
- Standardized sales enablement and education
- Customizable sales collateral
- Full digital marketing automation tools
- Extensive reporting and analytics



Advance Your Cloud Strategy

The new Sales & Marketing Hub will advance your business strategy to reach Cloud Awesomeness through business development insights, valuable market information, ready-to-use sales and marketing collateral, and insightful reporting. Leverage the Hub to build a more profitable business by providing the cloud services and solutions your customers want and need, delivered with authority, confidence, and backed by industry best practices.

“There is only so much a person can learn about a certain cloud provider. But we need multi-cloud skills. We can’t just specialize in one cloud provider, as we might become biased and miss security gaps or other opportunities elsewhere.”

David Warburton, Senior Systems Engineer, F5 Networks

Features and Benefits for Marketers

Market Cloud Solutions

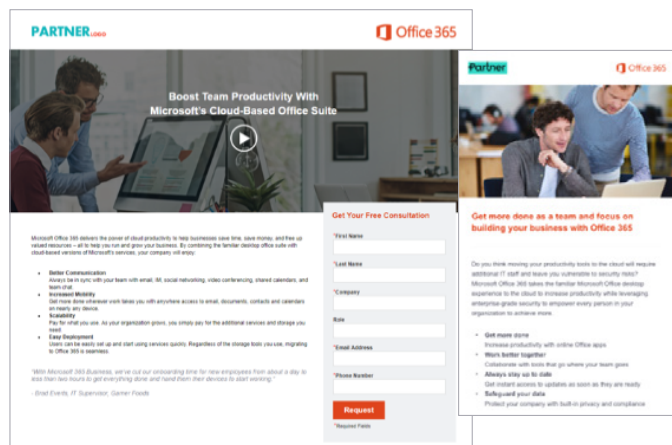
- Execute turnkey campaigns to promote your company and relevant products
- Take advantage of the lead management system to streamline demand generation
- Adapt emails, landing pages and ad banners to fit your brand
- Easily generate marketing assets without the need of in-house marketing expertise
- Sync your social media accounts to amplify your social presence
- Provide consistent messaging with standardized and easily digestible product content

Manage the Lead Stream

- View and manage your lead opportunities
- Set and change stages from leads to opportunities
- Manually upload and create leads

Optimize Campaign Efforts

- Understand and improve campaign performance via self-serve reports
- Access user reports to understand internal adoption
- Conduct A/B testing to refine messaging and creative
- Quantify the impact of your social activities and presence



Create and execute digital marketing campaigns using the marketing automation toolkit

Features and Benefits for Sales Teams

Discover New Cloud Products

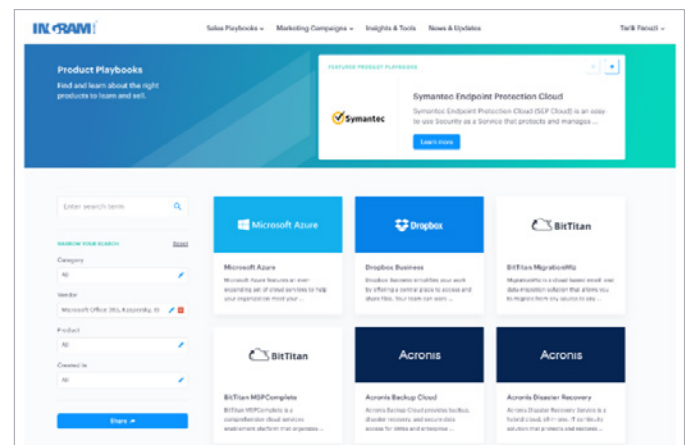
- Fully integrated with Cloud Marketplace for seamless navigation
- Find and learn about new products showcased daily
- Leverage innovative tools to discover new products to sell and cross-sell
- Browse the catalog to search for new products and solutions
- Determine best products to offer to new and existing customers with unique sales tools

Learn About the Audience and the Value Proposition

- Standardized playbooks for products, industries and business size
- Library of white papers, research, articles for basics and advanced topics
- Calendar of events including upcoming 'and archived webinars
- Frequent product updates on new releases from vendors

Present Professional Sales Assets

- Standardized enablement to present solutions and products
- Share customizable sales sheets with product overviews with your customers
- Leverage content syndication to build digital product footprint on your own website



Learn about products and solutions through comprehensive playbooks