

## **Ingram Micro Teams with SAP to Expand Market Reach of Managed Mobility Solutions**

Ingram Micro Inc.

**Companies to offer a broad range of solutions to mobile workforces of medium and small enterprise.**

Santa Ana, CA - [Ingram Micro Inc.](#) [1] [[NYSE: IM](#) [2]] has announced it has teamed with [SAP AG](#) [3] [[NYSE: SAP](#) [4]] to help expand the market reach of SAP's enterprise mobility solutions. Working closely with SAP, Ingram Micro Mobility expects to leverage its broad and deep value-added reseller (VAR) channel to drive SAP solutions further into the small-to-medium-sized business (SMB) market.

Beginning April 15, 2013, Ingram Micro Mobility will provide its VAR community access to the SAP mobile platform, which includes SAP Afaria mobile device management solution. Ingram Micro VARs will also have access to SAP's extensive portfolio of more than 300 mobile apps that support tasks from simple productivity to complex transactions across 24 different industries, employing mobile devices using iOS, Android, Windows and BlackBerry operating systems.

Leveraging Ingram Micro's extensive distribution infrastructure and expertise will make the SAP apps available in an on-demand fashion through the proven Ingram Micro distribution model to the VAR community and end customers.

Ingram Micro and SAP expect the relationship to benefit VARs and end-users by providing a cost-effective solution for the SMB market to take advantage of enterprise-class mobile solution software applications to dramatically improve productivity.

Ingram Micro, through its recent acquisition of BrightPoint, is uniquely positioned as the world's largest technology distributor, with additional leading global mobile device lifecycle management services. Ingram Micro Mobility has a broad, established reach into mobile retail channels and extensive VAR relationships that service the largest base of small-to-medium-sized businesses throughout North America.

On April 8, 2013, at the Ingram Micro Cloud Summit, Ingram Micro will begin to educate VARs on what it takes to successfully drive business in a mobility-centric world and how the SAP mobile platform can best be leveraged in the SMB market.

"We expect this relationship will greatly benefit both companies," says Bashar Nejdawi, president, Ingram Micro Mobility, North America. "SAP can further leverage its extensive mobile product portfolio through Ingram Micro to more cost-effectively reach small and mid-tier companies that are looking for better ways to mobilize their business. We have the strongest track record in developing viable go-to-

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market strategies across multiple technology practices and no other mobile channel player can provide as broad of a connection with the VAR community as Ingram Micro. In addition, Ingram Micro benefits by providing our channel access to the latest technology and product and services offerings in the highly strategic and dynamic mobility space.”

“SAP and Ingram Micro are teaming up to serve enterprises of all sizes, enabling them to quickly and confidently mobilize their workforces with little complexity, minimal set-up time and lowered implementation, management and infrastructure costs,” says Sanjay Poonen, president of Technology Solutions and head of Mobile Division, SAP.

“This is the coming together of two great brands — SAP, a leader in enterprise mobility, and Ingram Micro, a leader in distribution and mobile device lifecycle services. We expect the mobile revolution will benefit our joint customers and resellers, while also allowing thousands of small development firms and individual developers to innovate on top of SAP’s industry-leading mobile platform and solutions.”

For more information visit [www.ingrammicro.com](http://www.ingrammicro.com) [1].

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[2]

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