# Ingram Micro and SquareTrade Collaborate to Improve Service for Millions of Smartphone Customers

Ingram Micro

***Joint effort will enable fast, reliable mobile device replacement and repair services***

Santa Ana, Calif., Aug. 12, 2013 – Ingram Micro has announced a multi-year agreement with SquareTradeSquareTrade, the number-one-rated mobile device protection plan, trusted by millions of customers. Ingram Micro Mobility will provide all mobile device lifecycle services and back-end supply chain operations for SquareTrade, creating unrivaled reliability and consistency across its operations. Through this collaboration, SquareTrade expects to double the volume of protection plans by the end of the 2013 year, adding smartphone protection for 1 million new customers over the next five months.

Ingram Micro will also support SquareTrade's Advance Exchange service, which provides a like-new, high-quality replacement device overnight, directly to customers, along with a paid-for envelope to ship back their damaged device.

"SquareTrade's award-winning customer service experience is built on reliability, transparency and trust. We make this a reality every day through the people we hire, the values we espouse and the companies with which we partner," said Steve Abernethy, president and CEO of SquareTrade. "Ingram Micro Mobility enhances the crucial back-end of our customer experience, enabling us to provide unparalleled service, which is what our customers expect from us. This collaboration takes the quality and speed of our mobile repairs – the fastest growing sector of our business – to a whole new level."

"The combination of SquareTrade's strong commitment to providing quality protection for mobile devices and Ingram Micro Mobility's expertise and reputation in mobile device lifecycle services creates an ideal collaboration," said Bashar Nejdawi, president, Ingram Micro Mobility, North America. "In addition to a focus on superior customer service, we pride ourselves on our reputation for green stewardship and sustainability, and we look forward to providing SquareTrade with greater operational efficiency and direct access to consumers."

For more information, visit www.ingrammicro.com [1].

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