

smartstories

A small government VAR wins big with credit support from Ingram Micro.



Computer Service Partners (CSP) was in trouble. The solution provider, a 50-employee VAR that provides solutions to state and local governments, risked losing a major account if it couldn't purchase hardware for a large project. But the company's credit line wouldn't cover the cost, and there was no time to wait for the end user to pay.

With one phone call to Ingram Micro, the problem was solved. Ingram Micro stepped in and increased CSP's credit line from \$400,000 to \$2 million, allowing CSP to purchase the equipment and win the deal.

The project was a huge success and led to countless new business opportunities for CSP — so many that in the two years since, the company has raised its credit line to \$4 million to handle the increase.

"We view every relationship with our customers as an opportunity," says Ed Giovannucci of Ingram Micro. "We offer a wide breadth of services for our customers beyond distribution, and CSP is a prime example of our ability to help our customers think outside the box to grow their business."



Computer Service Partners

Raleigh, N.C.

Market Segment

Government/Education

Challenge

A solution provider needed to increase its credit line in order to place a large equipment order for a job.

Solution

Ingram Micro worked like a large bank to increase the solution provider's credit line from \$400,000 to \$2 million.

Customer Benefit

The solution provider won a large government account and has since further expanded its Ingram Micro credit line to handle associated new opportunities.