

smartstories

SMB Alliance member discovers huge value
with Ingram Micro programs



Years ago, DB Computer Solutions — an SMB Alliance member with three retail stores in Texas — had a simple strategy for success: Always secure the lowest price. After joining forces with Ingram Micro, however, this company discovered a value that far outweighed good pricing alone.

One benefit was flexible credit lines. As a relatively small company, DB Computer Solutions relies heavily on Ingram Micro credit to fund large orders, avoid cash-flow hiccups and secure the financing it needs to grow.

“We just shipped a \$90,000 order that we could not have accepted without the strength of Ingram Micro’s credit line behind us,” said Duke Burge, president.

Burge also capitalizes on every training opportunity that comes his way — including Partner Connection Summits, Market Focus events and manufacturer-sponsored breakouts at the Solution Centers.

“The ability to meet face-to-face with manufacturers and preview new product offerings is huge,” he added. “I would never receive that one-on-one interaction without Ingram Micro putting it together.”

Burge also counts on Ingram Micro for expert technical support and creative marketing programs that facilitate customer events. For the past three years, Burge has hosted a suite at Rangers Ballpark in Arlington, where customers enjoy a meal, manufacturer presentations

and a Texas Rangers game. Last year alone, this event caused one client to switch from Dell to HP — resulting in \$160,000 in new business.

Clearly, the success of the relationship is paying off. In 2007, DB Computer Solutions surpassed \$1 million in revenue for the first time — and Burge attributes the accomplishment in large part to Ingram Micro.



DB Computer Solutions

Storefront locations
in Burleson,
Grand Prairie and
Waxahachie, Texas

Market Segment
General Business

Challenge

Achieve business growth that’s independent of shopping exclusively for lowest price.

Solution

Leverage Ingram Micro’s vast programs and services to drive customer demand, larger product sales and continued success.

Customer Benefit

This solution provider is now capturing more business than ever — and recently hit \$1 million in annual revenue for the first time.