

smartstories

Small Nebraska VAR streamlines marketing efforts
with Ingram Micro's Agency Express.



Like many small technology VARs, Intellicom understands the value of an effective marketing campaign and its role in driving sales. But pulling all the pieces together — especially when a campaign involves multiple manufacturer partners — isn't always easy.

In the past, Bryan Kuntz, VP of Operations, had to dig through dozens of individual web sites to keep current with manufacturers' marketing campaigns and to verify available marketing funds. Unfortunately, this process was often time-consuming and cumbersome.

That all changed when Kuntz discovered Ingram Micro's Agency Express.

"With Agency Express, I can log on to one web site and view current incentive

programs from all the major manufacturers we partner with," he said. "By having all this information in one location, Ingram Micro does the heavy lifting for me; I no longer have to waste time on multiple web sites, trying to aggregate this information myself."

Ingram Micro also taught Kuntz how to request CAP-Reseller Market Development Funds from manufacturers directly through this online portal. The process is simple, straightforward and automated.

"In addition, I'm able to use the marketing library to search for marketing collateral, such as postcards, data sheets, e-mails and even partner logos," he added.

If necessary, Agency Express also can act as Intellicom's fulfillment house — conveniently handling all its printing and direct-mail needs.

"Over the years, we've learned that there is a tremendous amount of resources out there available for companies like ours, and Agency Express can help us take advantage of them," added Kuntz. "We're counting on utilizing Agency Express heavily to help us create and carry out our 2008 marketing plans."

Intellicom Kearney, Neb.

Market Segment
SMBs throughout
central Nebraska

Challenge
A small VAR often had to visit many manufacturers' web sites in order to aggregate information on current marketing programs and availability of funds.

Solution
Ingram Micro's Agency Express provided a single web site that consolidates all this information — and more — all in one place.

Customer Benefit
By saving the hours, headaches and hassles of gathering dispersed marketing data, this solution provider freed up the time to focus more on marketing strategies — and on current business at hand.

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