



Ingram Micro "Fly Higher"

Cisco Program by Aximpro®

Ingram Micro wanted to increase sales of Cisco products through existing partners and were looking for an all-round solution provider to help them achieve the outcome they desired and fast. Familiar with Aximpro's expertise in devising targeted growth strategies, Ingram Micro asked Aximpro to create a solution that would produce measurable results within six months, by the end of Cisco's 2016 financial year. This was accomplished through the ChannelValue-based "Fly Higher" platform, which facilitated communications, sharing of knowledge, and the creation of an incentives program. Ingram Micro enjoyed a successful flight: the company had exceeded all Cisco targets by June 2016.

A FAST AND EFFECTIVE TOOL FOR SALES GROWTH

Notes:

SITUATION

One of Ingram Micro's most important supplier partners is Cisco, but it had become apparent that sales figures for resellers of three distinct types could be improved. The three main types included those where there was scope for classic upselling as they were already selling products in one category but not another. These were further divided into two smaller groups according to their current position. Then there were 'dormant' clients, who may have bought Cisco products via Ingram Micro in the past but not within the past six months, and clients who could be encouraged to sell products in a particular product group.

Working in cooperation with Cisco, Ingram Micro wanted to push sales among these reseller groups and to

achieve measurable results within six months of the program. They needed a platform that could be used to educate resellers on the products, increase motivation and identification with the brand, and incentivize sales of Cisco products specifically through Ingram Micro. The whole process kicked off with consultation from Aximpro, where possibilities to promote sales growth among reseller partners were discussed in detail and an effective approach was put forward.

SOLUTION

STRATEGY

Designed to work as a visual extension to Cisco's existing Fly Higher campaign, the Fly Higher platform, based on **ChannelValue® software**, was conceived to boost Ingram Micro's sales of Cisco products across the three distinct reseller categories with three key objectives: upselling and cross-selling products in new categories, reactivation of dormant clients, and targeted selling of a particular product line. Resellers had access to a fully customized version of the **ChannelValue®**, branded as Fly Higher and accessible through www.flyhigher-ingram.de.

To keep things simple at an administrative level and to boost loyalty to Ingram Micro as the preferred Cisco reseller, the chosen incentive program would

be based not on bonus points or additional rewards, but credit notes that could be applied to future invoices for purchases from Ingram Micro. Aximpro would handle the administration of the incentive, receiving data and communicate the respective results to Ingram Micro accordingly. Progress towards goals could be illustrated in weekly bar diagrams.

In addition to providing everything required to run this incentives program, the **ChannelValue®** reseller management tool also facilitated both mass and personal communications between resellers and staff at Ingram Micro. Going further, it could be used as an information hub providing access to marketing materials, online training, webinars and other resources from

“Aximpro provided their expertise to help us to build a portal. The newsletter facility also allowed us to acquire valuable information on our customers, for example who our regular readers were.”

Elif Cinar
Business Development Manager Cisco

“Incentive programs are quite extensive and involve a lot of work. Aximpro’s help simplified the process and enabled us to identify and on-board the right partners.”

Marcel Thiermann
Supervisor-Cisco Customer Development

Ingram Micro. This would naturally boost the reseller’s engagement with Ingram Micro and give them access to the knowledge they need to take sales to the next level.

The fee for the project was charged on a SaaS basis, and Ingram Micro had the flexibility to expand, extend, or cancel the project at any time thanks to Aximpro’s flexible pricing model.



INGRAM MICRO’S FLY HIGHER PORTAL WAS DESIGNED TO MATCH CISCO’S EXISTING FLY HIGHER CAMPAIGN.

PROCESS

The project ran completely on schedule, with the incentive running for six months from January to the end of June and a quick set-up and on-boarding period of only three months.

The first part of the process involved an extensive workshop, where Aximpro and Ingram Micro discussed the different reseller groups and what could be done. Working in close consultation with Ingram Micro, Aximpro devised an appropriate strategy to achieve their various objectives and then defined the functions of the portal and logic of the incentive program accordingly.

Aximpro then used the [ChannelValue® software](#) to create a dedicated website in the look and feel of Ingram Micro and Cisco, completely customized to Ingram Micro’s needs and using the invitation, communication, and reporting modules.

Ingram Micro provided Aximpro with selected reseller contacts from different groups that could benefit from being part of the incentive program. Aximpro first contacted each by phone to find the person responsible for Cisco products, and then used the invitation module to invite them to take part in the program. The communication module

allowed easy tracking of who had yet to respond, while also facilitating easy delivery of marketing materials, newsletters, and other important mass and personal correspondence.

Ingram Micro also benefited from Aximpro’s supplementary consulting and reporting services throughout the project. The strategy and logic of the incentives were of course designed in consultation with Ingram Micro, and deliverables included weekly reports. In addition to that, Aximpro assisted Ingram Micro in reviewing existing agreements and creating the terms and conditions of the incentive program. Aximpro also offers full localization capabilities where required, and while no linguistic localization was needed in this case, exchange rate tracking was included to allow easy translation of multi-currency transactions using USD as the base currency. The flexibility of Aximpro’s pricing model and breadth of service offerings means Ingram Micro is flexible to repeat, extend, or adjust the program at any point to suit any possible change in their requirements.

WHY AXIMPRO

Ingram Micro is one of many leading distributors to put its trust in Aximpro to create a custom high-tech solution to quickly implement a targeted solution to drive sales in a particular category.

A couple of reasons Ingram Micro and others chose Aximpro

- ▶ Channel experts – we know how indirect channels work
- ▶ Comprehensive support – we offer all-round assistance from initial consultation to ongoing assistance throughout the project
- ▶ Growth specialists – growth is at the center of what we do

- ▶ Unique **ChannelValue®** solution – state-of-the-art modular software fully tailored to clients' needs and branded in clients' corporate identity

- ▶ Multiple localization options – including currency adjustments, taxation, and legal checks

- ▶ Broad experience in everything from simple cashback projects to extensive partner relationship management and targeted growth programs

Find out more at

www.aximpro.com

RESULTS

After a smooth project run, Ingram Micro was delighted to realize all objectives from Cisco. Resellers made particularly good sales in the new product categories, while the project as a whole helped to increase resellers' commitment to Ingram Micro, as evidenced in increased order volumes and interaction with the company.

Newsletters delivered through the communications module saw a very good open rate of 35-40%, and communication between resellers and Ingram Micro was widely reported to be very positive. While somewhat unquantifiable, we also suppose that loyalty and engagement in the resellers' relationship with Ingram Micro has increased.

WANT TO FIND OUT MORE ABOUT WHAT WE CAN DO FOR YOU?

The best way to find out would be to request a free demo of the **ChannelValue®** solution and no-obligation initial consultation with one of our advisors. Get in touch with us now and send a brief email to info@aximpro.com to get the ball rolling.

Gute Änger 11-15
85356 Freising
Germany
E-mail: info@aximpro.com
Tél: +49 8161 2499 100