CHANNEL CENTRAL .NET

INGRAM MICRO®

Hewlett Packard Enterprise **iQuote**

"I'd recommend channelcentral as a Service Provider, they solve problems very quickly and are very customer oriented. iQuote before was an improvement now it's a necessity."

Mikael Benarroch
Product Management, Ingram Micro LATAM

Service
iQuote

Requirements
Ingram Micro LATAM required a tool to show Hewlett Packard Enterprise compatibility/configuration and provide a better service to Customers and Sales Representatives.

The Background and Challenge

Ingram Micro is one of the largest wholesale technology distributors and a global leader in IT supply-chain and mobile device lifecycle services. Ingram Micro is working with leading IT vendors such as Hewlett Packard Enterprise (HPE) and is serving nearly 4,000 customers in Latin America complemented with additional services to vendors and resellers. The Ingram Micro Product Management Division is pursuing growth markets to meet the new needs and expectations of its Resellers and Vendors.

Prior to iQuote, Sales and Resellers were forced to rely on Pre-Sales specialists. Those low level questions were time consuming for Pre-Sales and Product Management functions within Ingram Micro. They wanted a new tool to help them become more efficient and deliver improved SLAs to their Sales and Reseller customers.

Solution

iQuote was presented to Ingram Micro LATAM in early 2014 by channelcentral.net – the specialist Configure, Price, Quote (CPQ) organization contracted by HPE to develop and operate the HPE iQuote service.

Ingram Micro LATAM were able to see that iQuote delivers more than just a quotation engine. It was obvious that – once integrated – iQuote would encourage the general sales teams that are not focussed on Enterprise Business to drive additional sales, consult the reseller on product selection and shape sales processes to be more efficient.

channelcentral.net already provided iQuote across a number of Ingram Micro regions so it had been fully tested with their Worldwide customer base. With the introduction of iQuote, Ingram Micro LATAM realized quickly that they could save time and capacity of Pre-Sales and Product Management with further implementation to encourage sales by answering questions directly without additional loops. They needed a better service for their customers and sales representatives. iQuote seemed the best way to quote simple configurations.

Implementation and Benefits

There are several touch points between Ingram Micro's Sales and Pre-Sales operations and the iQuote system:

1. The general Sales floor at Ingram Micro use iQuote to enable the account manager to build standard Build to Order configurations quickly and correctly.

2. Ingram Micro integrated the iQuote backend fully into their e-commerce systems so a Reseller does not need speak to the account manager to get the configuration out of the web-hosted iQuote instance.

3. The integration between HPE and Ingram Micro is an additional major asset where HP are able to provide quotes within the Partner Program. This solution shortens the time-to-quote for the reselling partner and reduces manual workload for both Ingram Micro and HPE.

From an internal perspective general Sales, Pre-Sales and Product Management functions use iQuote to build configurations that are shipped from the Ingram Micro warehouses across LATAM.

Beside the configurations part, iQuote is used mainly for compatibility checks. In the past for these kinds of checks the work of a HPE Pre-Sales specialist would be needed. With the use of iQuote, Ingram Micro is getting benefits from both sides – a confident sales force and a better focus from the HPE sales Specialists.

Additional iQuote features, such as showing stock and customer buy price as well as Buy Now functionality add to the basic compatibility and configuration features to make quoting right first time.
Having the chance to use Ingram Micro's data within an external tool – like Pricing and Availability – gives Ingram Micro the right level of flexibility that is needed to work with a customer base being as big as the one for HPE.

Partnership

Ingram Micro describes their partnership with channelcentral.net as "Excellent". Mikael also states that both the service and the support offered by channelcentral is "Very Good".

Recommendations

Ingram Micro would recommend iQuote to other Channel Businesses and their Resellers as it improves efficiency and accuracy of orders. As an Ingram Micro Reseller the service would be provided by channelcentral.net and Ingram Micro so the level of additional maintenance needed form the reseller side would be brought to a minimum.

"Ingram Micro recommend channelcentral.net as a Service Provider as they solve problems very quickly and are very customer oriented."

If there is any interest from Resellers to work with Ingram Micro LATAM to integrate the iQuote Solution please contact:

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