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## Ingram Micro enriches reseller cloud opportunities with new deal



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Ingram Micro's local resellers have a new option for cloud managed services with the announcement that the distributor has signed a deal to provide NetEnrich across Australia and New Zealand.

NetEnrich provides cloud management services, offering services on Microsoft Azure and other cloud platforms. It's offerings are white-labelled, and enable managed service providers and value added resellers to provide management and operations services for data centres, network, unified communications, cloud and security operations.

The deal comes as Ingram Micro launches a new cloud enablement program to provide resellers with access to support, training and operational resources, wherever they are on the cloud.

Felix Wong, Ingram Micro ANZ chief country executive, says NetEnrich's suite of services combined with Ingram Micro Cloud, provides resellers with access to all of the technical tools and administrative support systems needed to deliver cloud managed services to customers.

"In the past, some of the technical and resource challenges in provisioning cloud managed services automatically restricted them to larger, better resourced organisations," Wong says.

"Now however, Ingram Micro and NetEnrich, in partnership with Microsoft's Azure cloud platform, can help any reseller, regardless of size or experience, begin their journey into cloud managed services," he says.

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Microsoft channel sales manager Brad Clarke says the deal enables resellers to service demand from small and mid-market customers who want to move infrastructure onto a cloud platform such as Azure.

"This exciting new partnership will allow resellers to service that demand immediately whilst they build their own technical competence and experience with Microsoft Azure," Clarke says.

Ingram Micro already distributes NetEnrich in North America.

Justin Crotty, NetEnrich senior vice president and general manager for channel sales, says the extension of the deal to ANZ reflects the success the two companies have had in North America.

"NetEnrich and Ingram Micro have enjoyed a multi-year partnership in the North American region on a range of services for Azure that span data centre, NOC, network and unified communications, plus security services," Crotty says.

"As a strategic partner of Microsoft on Azure providing services including assessment, migration and management services, we have had phenomenal traction with distribution and resale."

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