Aptec - an Ingram Micro Company

Saudi Arabia

Ingram Micro is…

The global leader in
technology and supply chain services
with an **extensive array of resources**
to **drive market and customer growth**,
while bringing **unique insights**
that **enable businesses** to
Realize the Promise of Technology™

Why Ingram Micro:

PRODUCT & SERVICE PORTFOLIO

Brings to market the largest breadth of products and services for IT, mobility and Cloud

VALUE-ADDED LIFECYCLE SERVICES

Ability to tailor specific solutions for our customers
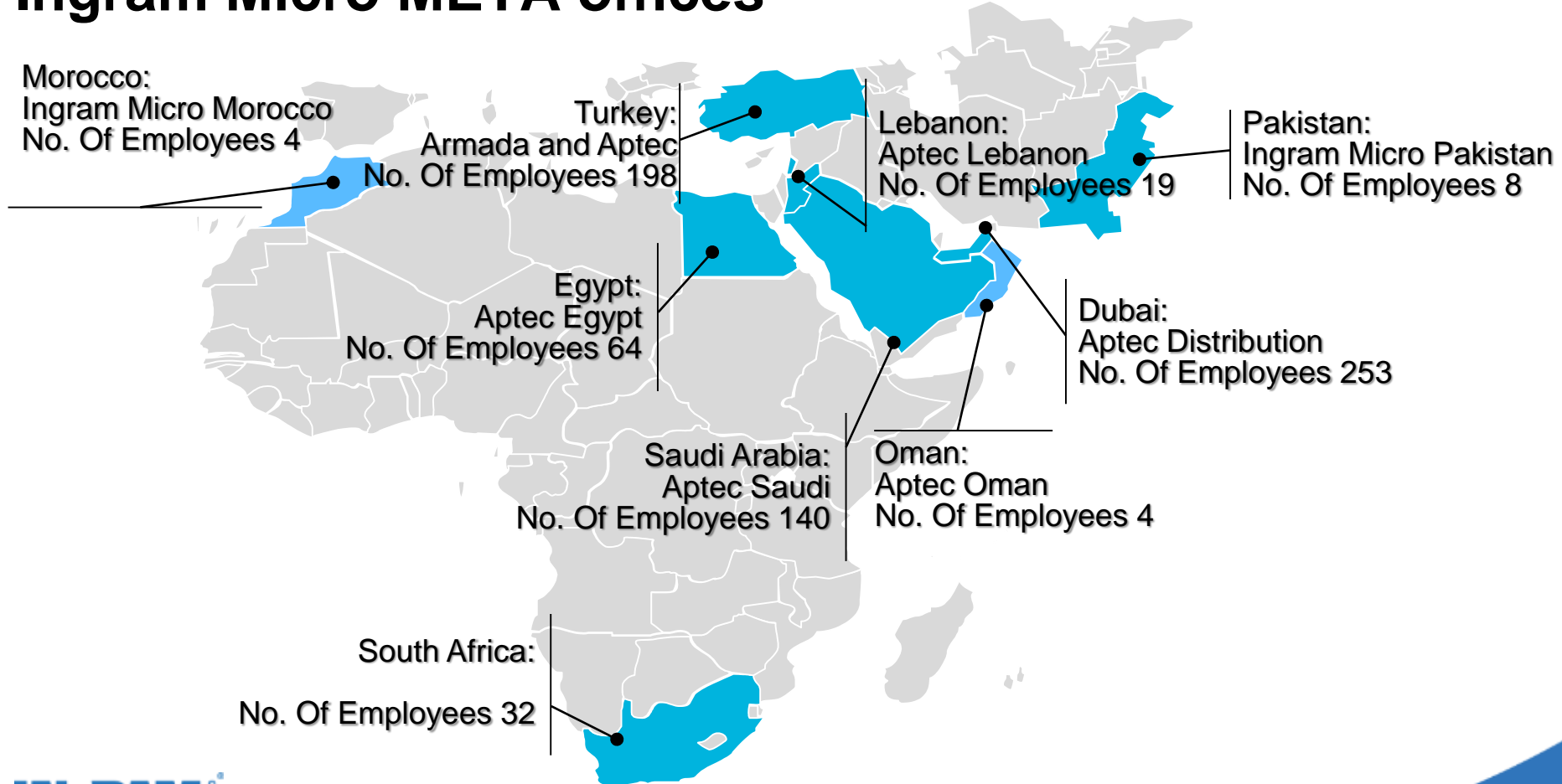
SUPPLY CHAIN

World-class scalable forward, reverse and logistics services platform

RELATIONSHIPS + COMMUNITIES

Comprehensive market resource / knowledge for SMB, retail and others

Global Scale & Reach ● Operational Efficiencies ● Financial Stability ● Trust

Ingram Micro META offices

Morocco:
Ingram Micro Morocco
No. Of Employees 4

Turkey:
Armada and Aptec
No. Of Employees 198

Lebanon:
Aptec Lebanon
No. Of Employees 19

Pakistan:
Ingram Micro Pakistan
No. Of Employees 8

Egypt:
Aptec Egypt
No. Of Employees 64

Dubai:
Aptec Distribution
No. Of Employees 253

Saudi Arabia:
Aptec Saudi
No. Of Employees 140

Oman:
Aptec Oman
No. Of Employees 4

South Africa:

No. Of Employees 32

Vendor Portfolio - Aptec Saudi Arabia

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Solutions, Growth Driver as a VAD
KEY GROWTH DRIVERS, FOR VALUE ADDED DISTRIBUTORS

Cloud Computing
- Infrastructure Software
- Private clouds
- Hybrid Cloud

Data Centre & Virtualization
- Servers & Blades
- virtualization software
- BOYD & BOYA
- Power management

Security
- Threat protection
- Anti-spam protection

Storage
- Big Data
- Databases
- Storage Management
- Deduplication
- Encyption

Networking & Communication
- Unified Communication
- Network infrastructure
- Video & Voice

DCPOS
- Fast Portable Data Capture
- Point of Sale Devices
- Faster Data Retrieval

Smart Enterprise
- Full Solutions for the Office
- Customizable Bundles
- BI
- Enterprise Apps

How We Bring Value

We help customers and vendors **BUILD THEIR BUSINESSES** and be **MORE PROFITABLE**

Understand today's market challenges and offer relevant solutions

Identify and bring new market opportunities to our partners

Enable our partners to focus on their core businesses and leverage our vast capabilities

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Offering Services Our Customers Need

Professional services, training and support

Technical Support

Financing / Credit services

Broadest portfolio of technology products and services

● **Pre-sales Support** ● **Solution Design** ● **Technical Solution Engineers**
● **Technical Account Managers** ● **Solution Center / Proof of Concept**
● **Remote Demonstration** ● **Partner Training / Boot Camps**

Delivering Value to Vendor Partners

Broader market reach at lower costs

Exceptional access and service levels to SMB customers

World-class supply chain

Lower shipping, handling and warehousing costs

Vast array of value added services

Managing of warranty and returns

Deep Cloud market expertise

Resources That Enable Your Success

DEDICATED FIELD DEPLOYABLE RESOURCES

Sales AEs • Business Development • Vendor Market Development • Services Development • Technical Solution Engineers • Marketing Managers

PROFESSIONAL SERVICES

Ingram Micro Services Network • On Site Deployment/Support • IT Staffing Services • Training Academy • Warranty Renewal Management • Integration Services

DEDICATED MARKETING SERVICES

Business Intelligence • Agency Express • Demand /Lead Generation • Event Management • Creative Services • Call Campaigns • Media Engagement / PR • Channel Communities • Vertical Market Development

TECHNOLOGY PRACTICE RESOURCES

Networking • Data Center / Virtualization • Storage • Network Security / Physical Security • Mobile/Wireless • Unified Communications • Data Capture / Point of Sale • Digital Signage • Document Imaging • Consumer Electronics • Components

LOGISTICAL & OPERATIONAL SUPPORT

Order Management • Project Management • Custom Logistics / Warehousing • Global Fulfillment • Asset Disposition / Recycle • Partners Licensing Desk • eCommerce Tools • Government Contract Services

TECHNICAL SUPPORT SERVICES

Pre-sales Support • Solution Design • Technical Solution Engineers • Technical Account Managers • Solution Center / Proof of Concept • Remote Demonstration • Partner Training / Boot Camps

FINANCING OPTIONS

Net Terms • End User / PO Financing • Extended Terms • Credit Worthiness

LARGE FOOTPRINT

UAE • Saudi Arabia • Qatar • Kuwait • Oman • Bahrain • Yemen

ENFORCES COMPLIANCE

Dedicated legal and compliance resource for MEA• Policies translated to local language• In-person compliance training in the region

CLOUD, MOBILITY & MANAGED SERVICES

NOC Services • Remote Monitoring and Management • Help Desk • Managed Security • Professional Services Automation • Print Monitoring and Management • Online Backup Support • Hosting / Cloud Services • Hosted Email

Aptec IM Key Differentiators

Best in country Value Distributor across the region

Widest channel partners network in the region. Actively transacting with 3800+ partners

Best in class product portfolios of Infrastructure, Software, Security and Convergence

Compliant, Ethical and Committed

Global Scale & Reach ● Operational Efficiencies ● Financial Stability ● Trust

Our Marketing focus

Objective
to deliver value to vendors and channel partners through:

RECRUIT	ENABLE	GROW
• **Identify, Recruit and qualify partners**	• **Develop sales & technical skills**	• **Drive sales into channels**
• **Engage & Establish relationship**	• **Offer trainings & enablement programs**	• **Introduce vendor initiated programs**
• **Activate & promote**	• **Empower resellers to understand product proposition**	• **Launch IM loyalty programs and promotions**
• **Motivate through product, value proposition**		

Aptec is a leading Value-Added Distributor in the region

- **Transition from traditional to Value-Added Distribution started in 2006**
- **Aptec streamlined its product portfolio removing all components brands and broadline products**
- **Aptec focused on high-end technology products (servers, storage, virtualization, security, cloud)**
- **Launch of ATS (professional services) in 2005 and ALS (logistics services) in 2011**
- **Aptec was recognized as a Value-Added Distributor of 2012, 2014, and 2015 by 3 channel associations: ITP, CPI, VAR**

ATS' Service Offering

Security – Deployment, Optimization and Management

Archiving – File Systems and Emails

Enterprise Data – Protection, Availability and Compliance

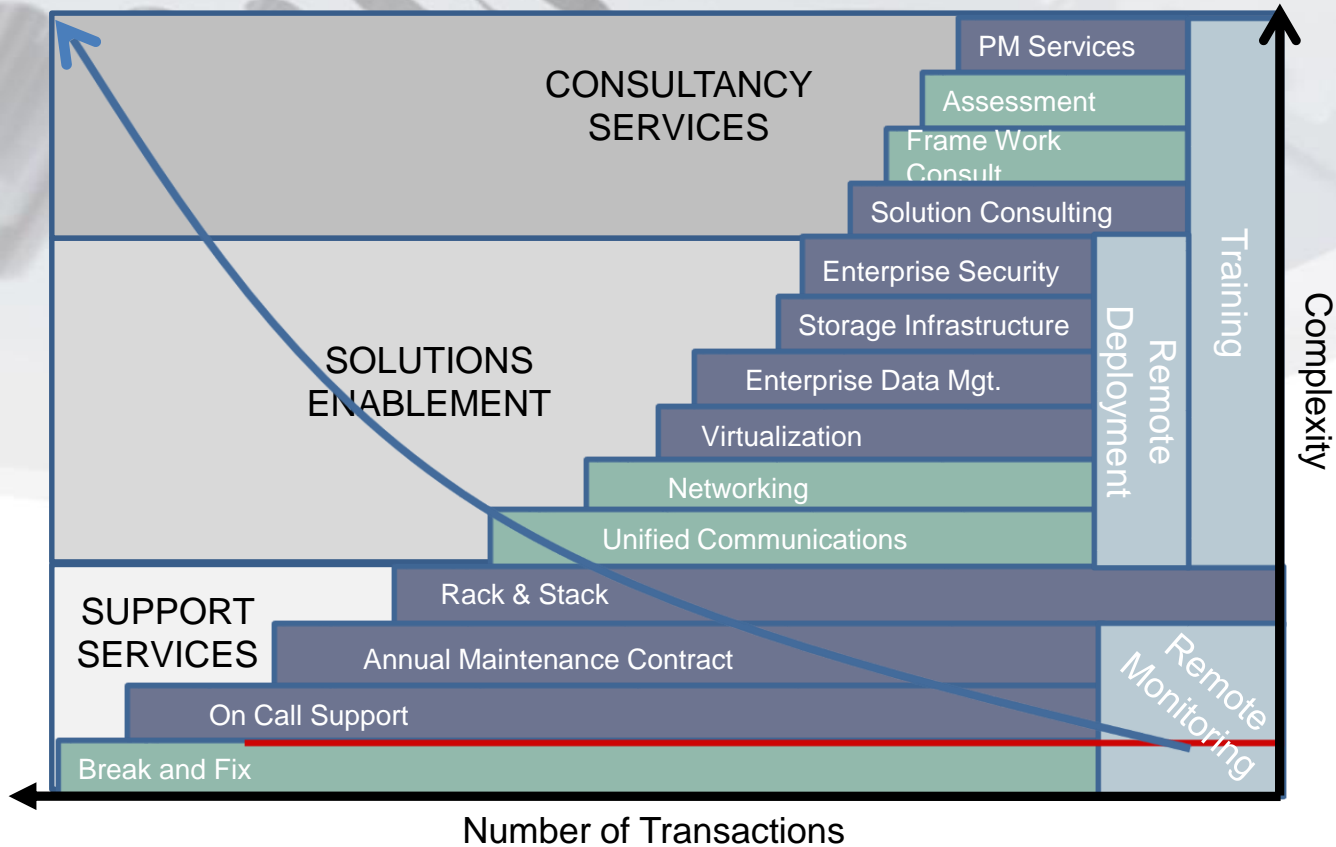**Systems Management Solutions**

Storage – Consolidation and Deployment

Virtualisation – Data Centres and Workstations

Unified Communications – Voice, Data, Email, Instant Message

ATS' Service Offering

CONSULTANCY SERVICES

PM Services
Assessment
Frame Work Consult
Solution Consulting

SOLUTIONS ENABLEMENT

Enterprise Security
Storage Infrastructure
Enterprise Data Mgt.
Virtualization
Networking
Unified Communications

Remote Deployment

Training

SUPPORT SERVICES

Rack & Stack
Annual Maintenance Contract
On Call Support
Break and Fix

Remote Monitoring

Complexity

Number of Transactions

Ingram Micro Training – META

- **Business Unit is 1.5 year old**
- **Market Leader with VMware**
- **Exclusive Contracts with Veeam and McAfee**
- **Launched IBM Training in Africa in July 2014**
- **Launched IBM Training in ME in October 2014**
- **Opened own Training operations in KSA and ZA**
- **Procured own Training Lab**

Premier Business Partner IBM
Authorized Training
Global Training Provider

vmware PARTNER
AUTHORIZED TRAINING CENTER

veeam
AUTHORIZED EDUCATION CENTER

McAfee
An Intel Company

INGRAM MICRO

Ingram Micro Values

Our shared values unite us by providing a common language and set of expectations worldwide.

They shape our behavior and guide our decisions.

All Ingram Micro associates, no matter where they work, aspire to live these values with all partners, every day.

Innovation

Accountability

Integrity

Teamwork & Respect

Learning

Social Responsibility

Realize the Promise of Technology™