

**AccessChannel2.0** Getting You the  
**Inside** Advantage to **Distribution.**



**AccessChannel2.0**

# **ACCESSCHANNEL2.0** IS THE **SMART CHOICE** TO GAIN NEW CUSTOMERS

ACCESSCHANNEL2.0 is a unique service for manufacturers and software publishers that need to increase their channel reach in the United States. Through a strategic partnership with Ingram Micro, AccessChannel2.0 provides manufacturers with quick and cost effective access to Ingram Micro's network of up to 70,000 U.S. resellers; VARs, retailers, online stores, and enterprise channels. AccessChannel2.0 provides account relationship and inventory management services including warehousing, transportation, logistics, returns processing, accounting and information services.

## **A Valuable Partnership**

ACCESSCHANNEL2.0 gives you representation from four veteran high-tech executives. Al Mann, CEO, and Michael Terrell, COO, both held senior executive positions at Ingram Micro during its early years and helped build it to the multi-billion dollar company, that it is today. Their experience and mastered skills in distribution provides emerging vendors a model which enables them to broaden their market exposure, allowing vendors to increase reseller breadth, through a single distribution relationship with Ingram Micro.

## **Mastered Skills**

ACCESSCHANNEL2.0 performs all of the day-to-day services required to overcome complexities and support the vendors' businesses. Their relationships have enabled them to develop systems and tools to simplify business processes and transactions with Ingram. AccessChannel2.0 takes all of the guesswork out so that your learning curve is shorter which in turn saves you time and resources.

If you are a manufacturer interested in engaging in the distribution channel, **ACCESSCHANNEL2.0** is the smart choice to reach U.S. resellers.

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# GAINING **ACCESS TO** **TO THE** DISTRIBUTION **CHANNEL**

ACCESSCHANNEL2.0 is the most feasible avenue to distribution and provides the highest return on investment. AccessChannel2.0 opens the doors to **Ingram Micro's extensive database.**

Ingram Micro provides exposure to up to 70,000 U.S. customers per year. These solution providers are comprised of thousands of VARs (specializing in various markets), direct marketers, corporate resellers and retailers (both online and brick and mortar).

**INGRAM**  
MICRO

**UP TO 70,000 U.S.  
CUSTOMERS:**

## **VARs**

- Gov./Ed
- SMB
- Enterprise
- System Integrators
- Vertical VARs

## **DIRECT, CORP., CONSUMER (DCC)**

- Big Box Retailers
- Online Retailers
- Corporate Resellers
- Computer Dealers

amazon.com



gtsi  
One Mission. Yours.

The All-New  
**COMPUSA.com**

**DELL**

OfficeMax  
WORK WITH US

MICRO CENTER  
computers & electronics

PC Mall  
Here for You

PC Connection  
solving IT one customer at a time

TIG  
Technology Integration Group.

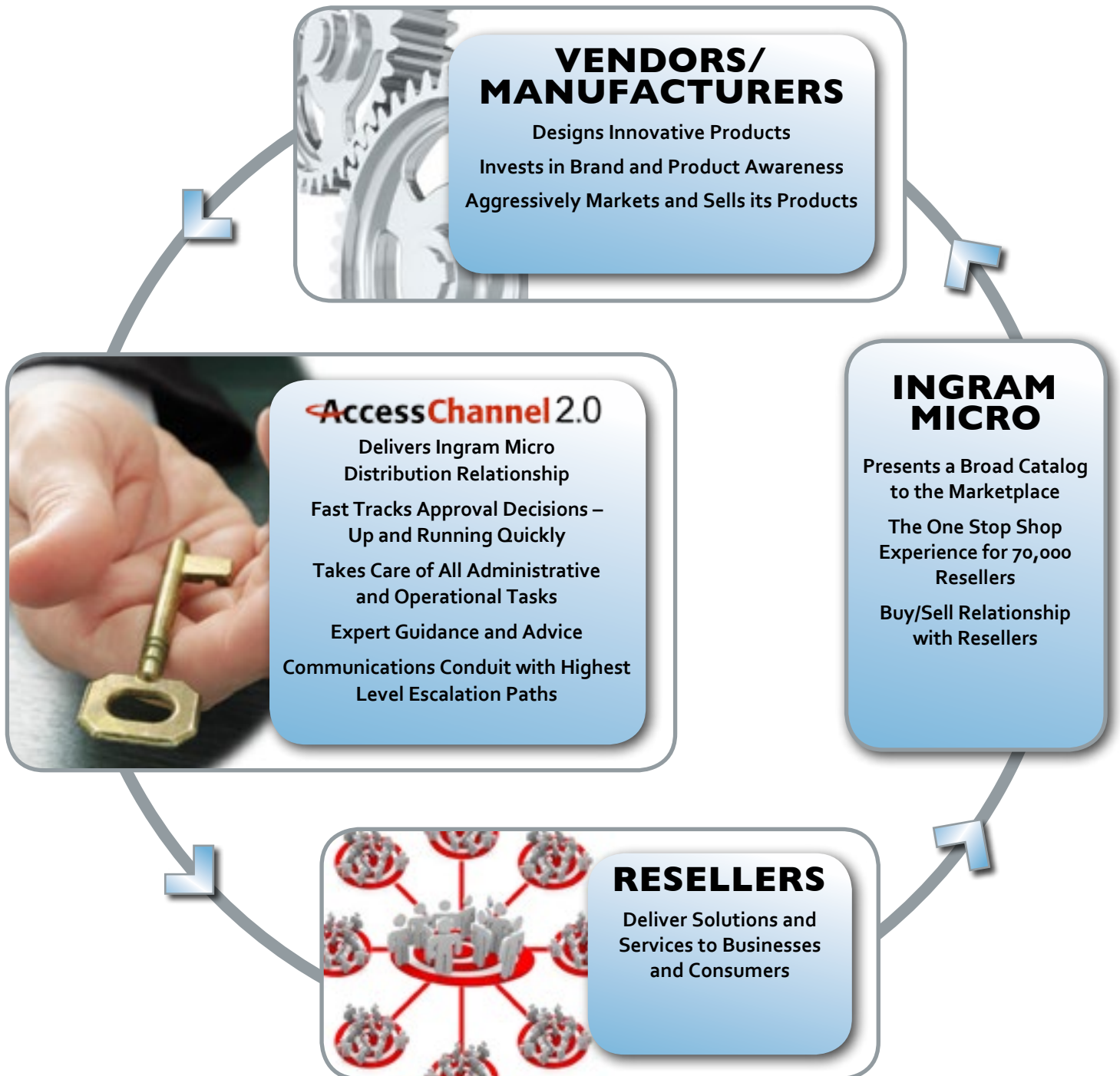
Walmart  
Save money. Live better.

TARGET

CDW

**AccessChannel2.0**

# CHANNEL RELATIONSHIPS




# EACH **CHANNEL PLAYER** HAS THEIR OWN CLEAR **ROLES AND RESPONSIBILITIES**

Leverage existing trusted and successful relationships, Ts & Cs and business processes through the AccessChannel2.0 model. This creates tremendous efficiencies and greatly accelerates the vendor's ability to bring products to market quickly. Each player focuses on what they do best:

- **For the vendor**, it is designing, creating and manufacturing new innovative products. Building awareness and demand for their products is a core responsibility of the vendor and much of its ultimate success will come from the level of investment the vendor makes in marketing and driving sales for its products.
- **For Ingram Micro**, it is the continued value of providing a one-stop-shop with a broad array of products and services to its vast reseller channel.
- **Resellers**, incorporate the vendor's products into the solutions they are bringing to businesses and consumers. By having the ability to leverage their long-standing sourcing and business relationships with Ingram, it allows them to focus on building knowledge and providing services and solutions to the market instead of investing resources into trying to establish and maintain one-off vendor relationships.

**ACCESSCHANNEL2.0** facilitates a fast track on-boarding process accelerating the vendors' time to market and obtaining a direct distribution agreement with Ingram Micro – the gateway to the broadest market of technology and consumer electronics resellers in the country. AccessChannel2.0 takes care of all communication and day to day operational tasks so that the vendors' and Ingram's resources can be better allocated to business development activities.



**ACCESSCHANNEL2.0** is the best option for new emerging vendors to develop a direct relationship with Ingram Micro. Once approved, new vendor submissions are signed within days.

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# DAILY REPORTING TO HELP MANAGE YOUR GROWTH

ACCESSCHANNEL2.0'S in-depth transaction reporting is not available anywhere else. Detailed reports allow vendors to know exactly which resellers are buying which of their products and at what price, making it easy for vendors to see the impact of their marketing investments with specific resellers.

## DETAILED DAILY REPORTING PROVIDES:

- Daily Sales Transaction Report – provides rapid insight to developing situations
- Daily Inventory Report – determine when to replenish stock and gain better awareness of changing product cycles
- Inbound Receiving – review status of receiving orders
- Open Orders – review status of open shipping orders
- Invoice and Payment Data

Worldwide Daily Sales View



Distribution Inventory View



Daily sales reporting, of reseller purchases through Ingram, is included. All payments posted to the invoices are displayed as well as any debits or credits applied to the account. The finance department can use the data to project cash flow requirements based upon the mix of products sold and daily visibility to the open accounts receivable status with Ingram.



# THE **VALUE** OF **ACCESSCHANNEL**

For a low monthly service fee, AccessChannel2.0 performs all the administrative, communications and physical logistics services needed to support both the vendor and Ingram Micro in the relationship. It is the most cost effective and efficient model to engage with Ingram Micro directly and reach thousands of resellers.

The complexities and red tape are eliminated and ACCESSCHANNEL2.0's extensive systems integration and co-location activities automate all of the order processing and fulfillment functions including invoicing and collections.

ACCESSCHANNEL2.0 has the resources, infrastructure, automation and top executive relationships in place to handle all operational tasks, answer questions, and solve issues fast.

## **LOW COST = BIG OPPORTUNITY**

- **Low Flat Monthly Rate**
- **Fast Time to Market**
- **Gain Access to 70,000 Potential Customers**
- **No Forced Rebates or Marketing Expenditures**
- **Maintain Ownership of Your Products**
- **Control all Funding Decisions**
- **No Overhead Resources Necessary**
- **Consistent and Dependable Cash Flow**
- **No Hidden Costs**

Vendors keep control over their products in the warehouse and retain total control over all decisions regarding marketing /sales and business development funds.

Ingram will pay invoices for sales on a net 45 basis automatically and on time. AccessChannel2.0 transfers funds directly into the vendors' bank accounts.



They say it's not what you know, it's who you know, but what happens when you attain both? The **ACCESSCHANNEL2.0** team's reputation has earned them exclusivity to integrated systems unparalleled to any 3rd party company.

Contact a representative to find out more on how to gain Access to the Technology and Consumer Electronics Reseller Channel.

**ACCESSCHANNEL**2.0 makes it easy for Ingram Micro and resellers to say "Yes", providing vendors the opportunity to reach the new markets. We have a successful track record of placing more than 120 Vendors into direct relationships with Ingram Micro. AccessChannel2.0 can get it done for you, too.

**Contact:**

**AccessChannel 2.0**

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(714) 462-8180

LET'S **GET**  
**STARTED TODAY!**



"The **ACCESSCHANNEL**2.0 team's experience and knowledge enables vendors to travel the fast track into Ingram Micro's system and then out to the channel"

**Paul Bay**  
Senior Vice President, Vendor Management  
Ingram Micro