



## Frequently Asked Questions

### **Q. Why are we launching Agency Ingram Micro EMEA?**

A. Our Marketing Strategy for the EMEA region is very simple and is focused on helping our country and vendor marketing teams enhance their performance and profitability. A key element of this strategy is to build on the proven success of the Agency Ingram Micro model by establishing it here in EMEA, enabling greater brand consistency, reducing our reliance on 3<sup>rd</sup> party marketing agencies and driving cost reduction and efficiencies as we modernise our platforms and processes.

### **Q. What benefits does Agency Ingram Micro offer to the EMEA countries?**

3 main benefits - The most obvious one is it **save costs on third party suppliers** by offering creative services in house, which **increases NMR and profit** for the countries. An in-house agency creates more opportunities for **incremental marketing revenue** and finally, an in-house agency facilitates **better governance and compliance**.

### **Q. What services will be available from Agency Ingram Micro?**

A. Agency Ingram Micro EMEA – is Ingram Micro’s in house and all-inclusive Marketing service agency that provides creative and content services internally to the EMEA countries as well as externally to our partners and vendors.

Therefore, Agency Ingram Micro will be an end to end one-stop agency for Marketing services such as -

- Content writing
- Creative conceptualisation
- Design and artwork
- Translation services

### **Q. How does Agency Ingram Micro relate to Modern Marketing Hub?**

A. Modern Marketing Hub, Ingram Micro’s centralised digital marketing services team, focuses on campaign execution and will complement Agency Ingram Micro to offer a complete end to end Marketing service, from conception to execution.

### **Q. What other services will Agency Ingram Micro offer?**

A. We will also offer ‘Off the shelf’ marketing programs to help countries unlock incremental marketing revenue as well as provide strategic planning support for our EMEA vendor management teams with their marketing campaigns.

**Q. How much will Agency Ingram Micro services cost to use?**

A. There will be no cost to the countries at the point of delivery. However, this excludes any media costs such as sponsored social media posts or search ads, which will be charged for based on project requirements.

**Q. Can Agency Ingram Micro assist with content development and translation for Xvantage?**

A. Content development and translation are in scope but we would discuss this in more detail at country level.

**Q. How will Agency Ingram Micro EMEA manage the anticipated project workload?**

A. Agency Ingram Micro is working initially with Hut-3, an external agency and strategic Ingram Micro partner to manage creative projects while we ramp up. We are confident they can scale and adapt as needed as well as meeting the SLAs and metrics we have established as part of our agreement. We will closely monitor and continue to adapt our Agency services in the coming months as we gain experience and insight.

**Q. Does this mean we are moving the local creative teams into the Agency organisation or is it an additional resource?**

A. Agency Ingram Micro is an additional in-house creative resource and will not change the structure or purpose of local creative teams where they exist. It is here to augment and support local teams, not replace them. Agency Ingram Micro will be a vital resource for smaller countries that have limited or no creative and content development capabilities. For countries that already have their own creative capabilities, AIM will provide a valuable overflow pool of talent and value-added services. This gives local teams greater creative bandwidth and an opportunity to earn incremental MDF and save costs on third party agencies, thereby increasing potential profitability.

**Q. Where can I learn more or start to engage Agency Ingram Micro on a project?**

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