Manor IT Sales Take Off Through Ingram Micro Fly Higher Program

Manor IT builds expertise and boosts Cisco revenue by 2000 percent.

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About Manor IT

Manor IT Sales & Solutions Ltd. is a leading service provider focusing on Internet telephony solutions for businesses, as well as a variety of voice over IP offerings. Since 2007, the organization has offered sophisticated telephony solutions to customers of all sizes, in a variety of markets. Manor IT prides itself on delivering consistently reliable, stable, secure service to support customers' most critical needs.

Business Challenge

To maintain its competitive edge in a challenging marketplace, Manor IT strives to offer businesses the most advanced technology solutions available. Meeting this goal means that **Manor IT must continually improve the expertise of its engineers and sales associates**, so that they can develop and support solutions that are best aligned to customer requirements. However, staff training can be expensive and time-consuming. Manor IT sought a business partner that could help the organization acquire the latest technical and sales knowledge, and accelerate and enhance its own profitability.

Business Impact for Partner

To help develop and accelerate its profitability, Manor IT **joined Ingram Micro's Fly Higher program** in October 2011, and **experienced a rapid increase in Cisco revenue**. Ingram Micro is the world's largest wholesale technology distributor

and a global leader in IT supply chain, mobile device lifecycle services, and logistics solutions. The global organization is at the forefront of the global technology marketplace, bringing the latest products and services to market.

As part of the **Fly Higher** program, Manor IT receives **support on key Cisco projects from an Ingram Micro Cisco specialist** who coordinates pre-sales support, quoting, enablement, and product fulfillment. Ingram Micro also provided free training for Manor IT staff at a Cisco® Select Certification Bootcamp, providing valuable new sales and technical skills. Cisco Select Certification also entitles Manor IT to attractive benefits, including front-end discounts through the Opportunity Incentive Program, as well as back-end product rebates with the Cisco VIP express program.

To further build technical skills, Manor IT sent a technician to a Cisco Certified Network Associate (CCNA®) Bootcamp hosted by Ingram Micro. This Cisco accreditation is an important step in helping Manor IT sell and install Cisco solutions, and is a cornerstone and pre-requisite to becoming accredited in Cisco Advanced Technologies. **Through the Fly Higher accelerated CCNA Bootcamp, the Manor IT technician was able to become certified in just one week**.

Manor IT rapidly took advantage of its new Cisco expertise by engaging a key customer who provides contact center and energy services mainly to the social housing sector. Manor IT consulted, designed, and installed a broad range of Cisco

"Ingram Micro provides great support to us in selling and deploying Cisco solutions, both from a solution fulfillment point of view, and also with key enablement and marketing support provided by the Fly Higher Cisco enablement program."

— Darren Ellmore, Manor IT Sales and Solutions Ltd.

solutions, including a core voice, unified contact center, video, and mobility-ready LAN and WAN. The solution also features Cisco Unified Communications to provide anytime, anywhere connectivity through a variety of mobile devices, safeguarded by Cisco ASA firewall security as well as email and web protection.

The customer also benefited from the use of Cisco Presence, which helps enable users to best determine the method of communicating with colleagues, improving productivity and operational performance. The most immediate benefit to the business has been the implementation of Cisco Unified Contact Center Express, which provides outstanding depth, capabilities, and reliability. Since deploying its Cisco solution, the customer has significantly improved customer service, while expanding operations to a 24-hour basis without increasing IT overhead.

Manor IT is building on this success by using this model

customer as a showcase for other customers. Its customer provides a call center and engineer service to franchise organizations throughout the United Kingdom, making it an excellent opportunity to demonstrate the value of Cisco solutions. To help Manor IT highlight the productivity benefits of Cisco technologies, Ingram Micro and Manor IT jointly sponsored a Cisco Network On Wheels van at a special event for the franchisees.

Measurable Benefits

Since participating in the Fly Higher program, **Manor IT has grown its Cisco business from approximately £4,000 in 2011 to nearly £80,000 in 2012, and anticipates its marketing efforts will continue to spur growth.**

To extend this momentum, Ingram Micro UK plans to continue to collaborate closely with Manor IT, with close attention to the reseller's training and marketing requirements and a commitment to helping wherever possible. Together, both organizations look forward to ongoing success, based on the investments that they have made in skills and carefully targeted marketing.

Drive New Growth

To learn more about how Ingram Micro UK can help you unlock new opportunities and revenue, please contact Jason Leigh at Jason.Leigh@ingrammicro.co.uk.