



Clark Integrated Technologies accelerates Cisco sales through the Ingram Micro Fly Higher Programme

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About Clark Integrated Technology. Since 1991, Clark Integrated Technology has been committed to service excellence and delivering business-class technology. “We believe that an integrated ICT solution will give your company the technology edge.”

It has never been more important to partner with a supplier that can navigate the changes in technology that we are experiencing today. Our clients have come to rely on our professional can do service, delivering solutions that not only allow them to grow but also future proof their investment for growth.

Through strategic partnerships with industry leaders such as Cisco, HP, Microsoft and Apple, we have developed a portfolio of products and services to enable the delivery of all-encompassing solutions, whatever the size of your company.

Over 20 years of commercial experience provides the ideal combination of maturity with current technology. Developing your technology strategy with understanding, combined with industry leading support, guarantees peace of mind with IT solutions that suit any business requirement.

Distributor Profile Ingram Micro Inc., a Fortune 100 company, is the world’s largest wholesale technology distributor and a global leader in IT supply-chain, mobile device lifecycle services and logistics solutions. As a vital link in the technology value chain, Ingram Micro creates sales and profitability opportunities for vendors and resellers through unique marketing programs, outsourced logistics and mobile solutions, technical support, financial services and product aggregation and distribution.

Since its beginnings in 1979, Ingram Micro has connected technology solution providers with vendors worldwide, identifying markets and technologies that shape the IT industry. Today, Ingram Micro remains at the forefront of the global technology marketplace, bringing the latest products and services to market and finding new ways to bring value to its customers.



The company supports global operations through an extensive sales and distribution network throughout North America, Europe, Middle East and Africa (EMEA), Latin America and Asia-Pacific:

- Local sales offices and/or representatives in 26 countries
- 105 distribution centres worldwide
- Representing more than 1,300 vendors
- Serving more than 190,000 resellers in approximately 145 countries
- Providing support through approximately 15,500 world-wide associates
- The only global broad-based IT distributor in Asia

Ingram Micro is a member of the Global Technology Distribution Council. For more information

Business Challenge In an increasingly competitive market place, Clark Integrated Technologies (CiT) developed a methodology for delivering proactive managed services to their clients which ensures high availability for applications and IT systems. In order to provide this service, CiT had to select a number of vendors who could provide reliable, secure, scalable and best in class solutions, as well as distribution partners who could add value to their business.

CiT recognised that in order to deliver their service and help their business grow, they also had to invest time in building key working relationships with their suppliers.

As a Cisco Select partner, CiT know that they can trust the products from Cisco to meet their and their customers requirements in the provision of IP telephony, security, wireless, networking solutions and network audit and monitoring.

In choosing Ingram Micro as their preferred Cisco Distribution partner, CiT knew they would benefit from a number of Value Add activities to help their business grow.

Partnering with Ingram Micro CiT were keen to work with a distribution partner who could not only provide access to Cisco stock, a fast turn around on quotes and good credit facilities. They need a partner that would take time to understand their business and invest in their growth.

Through the Ingram Micro Fly Higher programme, Ingram Micro allocated a dedicated business development manager who spent time with CiT to understand their business strategy, propositions and growth plans. In taking time to invest in CiT, Ingram Micro was

able to identify activities in the Cisco Fly Higher programme that would assist both companies with growing their business.



Lead Generation In 2012 CiT took part in a Cisco lead generation campaign ran by Ingram Micro as part of the Cisco Fly Higher programme. This campaign identified opportunities in Scotland for IT solutions based on Cisco technologies. Using an expert lead generation company, Ingram Micro identified an opportunity for the provision of a network and wireless upgrade for a commercial company involved in the Oil and Gas sector.

Cisco Architecture CiT spent time with the company to understand their business requirements, which was to provide a network in their new building which would provide best in class networking provision for desktop and mobile devices, was easily manageable and fully redundant.

CiT invested their time to design a network which not only met the needs of the company, but enabled the network to self heal, could be managed remotely through CiT's Network Operation Centre, enable future growth and can be used as a blue print for their global offices. CiT used a combination of Cisco technologies to deliver these benefits;

- Segmented VLANS to provide greater productivity to departments.
- Deployed Cisco MST technology to provide load balancing across the network, and provide Quality of service across data and voice, which are split across a number of VLAN's.
- Installed wireless access points across the campus so users can migrate between locations seamlessly
- Re-designed their call manager express into a single VLAN for greater manageability.

Austen Clark, CiT Director – Working with Ingram Micro through their Cisco Fly Higher programme, we have both invested time to understand how we can help each other in a true partnership. One of the primary benefits of our partnership has been the sales leads which Ingram Micro has passed us.

For this customer, we were able to provide them with a robust, fully redundant network which meets their business needs and provides us with a blueprint for future deployments.

This project was worth £68,000 to us in Cisco sales and professional services, as well as ongoing revenue from managing their network.

We would not have won this project without the help of Ingram Micro and their Fly Higher Programme.