

## Ingram Micro Enhances Cloud Marketplace

Written by Alice Marshall  
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Ingram Micro announces the next iteration of the Ingram Micro Cloud Marketplace, adding features, functionality and resources to further help partners and independent software vendors (ISVs) do "more with more."



First launched in 2019, the Cloud Marketplace currently boasts over 55000 partners globally managing nearly 4 million fully-automated seats. The update promises to further streamline and standardise processes, increase sales and marketing efficiencies and effectiveness, and make it easier for partners and ISVs to grow their businesses.

Among the key enhancements and features is Micro Connect, a CloudBlue-powered module providing a fast and cost-effective way to publish, manage and promote cloud services to as many as 200000 partners using Cloud Marketplace. It simplifies distribution through robust publishing tools, digital contracting, multi-marketing and sales and marketing content creation tools.

The UI gets an update making it easier for partners to find, navigate and purchase cloud services, while an "industry first" sales and marketing hub allows partners to educate and enable salespeople on cloud services. It provides pre-built campaign templates and marketing tools, as well as a single destination for learning about cloud services, creating and executing marketing campaigns, and customising sales enablement and access across industry insights.

Finally, a Marketplace API allows partners to quickly integrate own online storefronts, CRM and billing systems into the Ingram Micro Cloud Marketplace. As a result, partners can better manage and automate ordering and billing, create and manage customer accounts, users and subscriptions, and retrieve billing data to later bill end users.

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“Ingram Micro has elevated the experience our technology partners and ISVs are having with the Ingram Micro Cloud Marketplace, enabling them simply to do more with more and capitalise on the growing opportunity cloud continues to deliver,” the company says. “These enhancements, powered by CloudBlue, all tie to Ingram Micro’s overall vision to provide our partners a hyper-scale digital platform, access to an infinite ecosystem, and proven go-to-market services.”

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