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Ingram Micro announces the European rollout of its Cloud Marketplace at the first Cloud Summit Europe, with France, the Netherlands and the UK as first countries getting access to a wide range of cloud solutions and services.



The Marketplace carries offerings from leading cloud vendors, including Microsoft, Acronis, Nomadesk and Cirius, and Ingram hopes to add more, such as Intel Security, soon enough. Channel partners get a single, automated platform through which they can manage the complete end-customer subscription lifecycle, be it purchasing, provisioning, management and invoicing.

"For our channel partners, enabling businesses to operate in a hybrid environment that includes cloud-based solutions is as much about business transformation as it is about technology," the company says says. "Our Cloud Marketplace was designed to help channel partners quickly scale as they seek to expand their footprint and profitability in the cloud."

Partners also get Cloud Ignite Services (assistance with customer data migration and on-boarding needs) and the Cloud Elevate loyalty program.

The Cloud Marketplace is available now in France, the Netherlands and the UK. Belgium, Italy, Germany, Spain and Sweden are set to follow on Q2 2015.

Go Ingram Micro Expands Global Footprint With Cloud Marketplace in Europe