

# cloud awesomeness

ROADMAP

## The Ingram Micro Cloud Awesomeness Roadmap

Four stages to becoming a Cloud Awesome business

Resellers of cloud offerings often start small — and many remain small — while others take the steps needed to grow their business success. To understand where resellers are in their cloud journeys, we categorize them into four stages of what we're calling the Ingram Micro Cloud Awesomeness Roadmap: Build, Breadth, Depth, and Scale. Each stage is identified by what differentiates these resellers — in other words — what does it take to move from a Build reseller to a Scale reseller?



### 1. The Build Stage – 60%

My toes are in the Cloud, but my head isn't there yet.



### 2. The Breadth Stage – 30%

I'm embracing SaaS and adding more cloud offerings.



### 3. The Depth Stage – 9%

I'm moving into IaaS and growing my topline revenues.



### 4. The Scale Stage – 1%

I may have arrived, but I'm not sitting still.

### Best Practices on the Road to Cloud Awesomeness

*What are Cloud Awesome resellers doing right?*

- Active cross-selling
- Automate provisioning
- Effective digital marketing
- Incorporate IaaS offerings
- Outsource the cloud catalog
- Offer customer self-service tools

# The Four Stages of the Cloud Awesomeness Roadmap



## 1. The Build Stage – 60%

My toes are in the Cloud, but my head isn't there yet.

- 1-3 cloud offerings
- Manual provisioning
- Reactive, opportunistic

Resellers in the Build stage are just dipping their toes into Cloud. They likely got started by provisioning Microsoft Office 365, and few venture beyond that flagship cloud offering. Minimal marketing to new and existing customers means sales efforts are reactive and opportunistic rather than proactive and well-conceived. Despite having won a customers' business, few resellers in the Build stage actively cross sell complementary solutions, missing tremendous opportunities to build a recurring revenue stream.

*"If your customer is only buying one offering from you, it's much easier for them to go to your competition than if they are buying multiple offerings from you."*



## 2. The Breadth Stage – 30%

I'm embracing SaaS and adding more cloud offerings.

- 4-10 cloud offerings
- Automated provisioning
- Digital marketing
- Increased cross-selling

Resellers in the Breadth stage have embraced SaaS and are selling several cloud offerings. They've learned the power of cross-selling as a proven way to boost profitability, and understand that digital marketing yields measurable results, and engage in a bit of it. Automated provisioning helps these resellers focus more time on running their businesses. Breadth resellers, however, are not leveraging a hybrid portfolio offering — selling cloud services via their Ingram Micro partnership as well as their own services where they have direct relationships with the vendor. In addition, they haven't ventured into the data center to offer IaaS.

*"Fries with that burger? We should all be masters at cross-selling."*



## 3. The Depth Stage – 9%

I'm moving into IaaS and growing my topline revenues.

- 10+ cloud offerings, plus IaaS
- Hybrid catalog
- Integrated digital marketing
- Automated provisioning
- Active cross-selling

Resellers in the Depth stage are tapping into the greatest revenue opportunity available for cloud resellers: IaaS. These resellers are actively selling 10 or more cloud offerings in addition to IaaS, becoming an end-to-end vendor for their customers. Cross-selling is in these resellers DNA, as is leveraging integrated digital marketing campaigns that may include videos, infographics, blogs, interactive content, and more. Automated provisioning enables these resellers to sell more with less effort.

*"IaaS is the greatest untapped revenue potential available to cloud resellers today."*



## 4. The Scale Stage – 1%

I may have arrived, but I'm not sitting still.

- 10+ cloud offerings, plus IaaS
- Self service
- Outsourced catalog
- Integrated digital marketing
- Automated provisioning
- Active cross-selling

Scale resellers are responsible for a lion's share of resellers' cloud revenues. What are these resellers doing right? Rather than ordering and provisioning on behalf of their customers, they're empowering their customers with self-service options. They've decided that maintaining their own catalog of cloud offerings is not cost-effective and outsource this function to the Ingram Micro Cloud Marketplace, taking advantage of resellers branding to ensure a consistent experience. Scale resellers may have reached Cloud Awesomeness, but they're not sitting still — they actively cross sell, aggressively market, and continue to build the number of cloud offerings in their catalog.

*"The cost of selling to an existing customer is 4 times less than selling to a new customer."*