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# 1990 Worldwide Developers Conference

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**Charles B. Bagwell**

Director, General Manager  
MAC D

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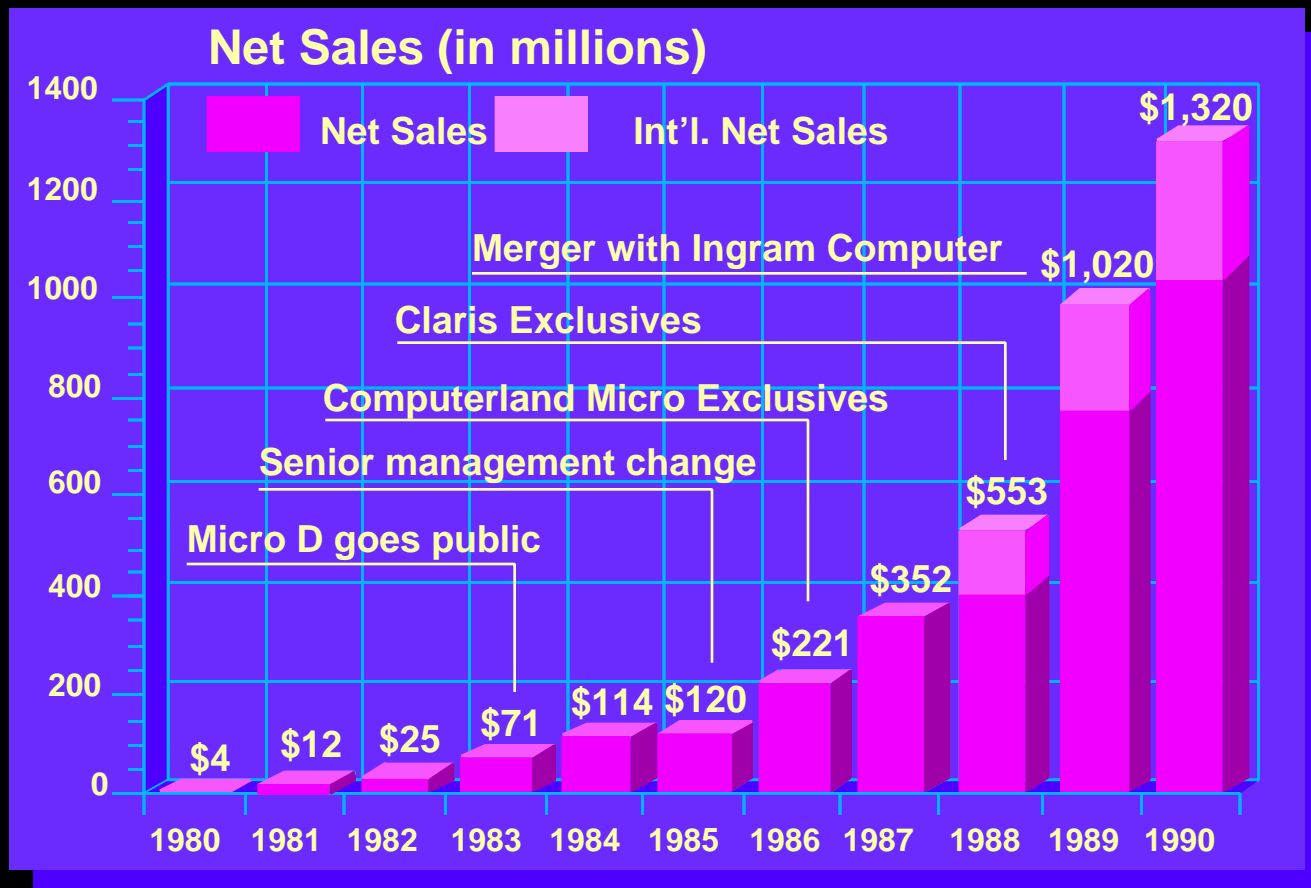
# Ingram Micro D

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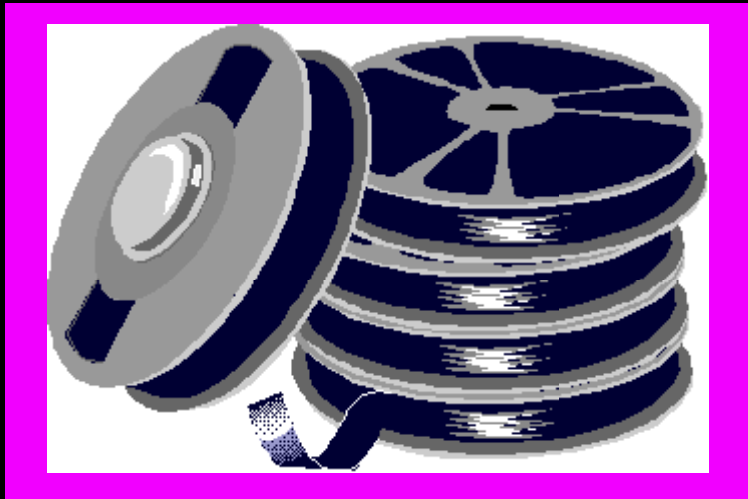
- To be the pre-eminent worldwide distributor of broad-line products and services to microcomputer resellers, through total commitment to customer satisfaction and vendor partnerships



# IMD Sales Growth (1980-1990)



# Ingram Distribution Group

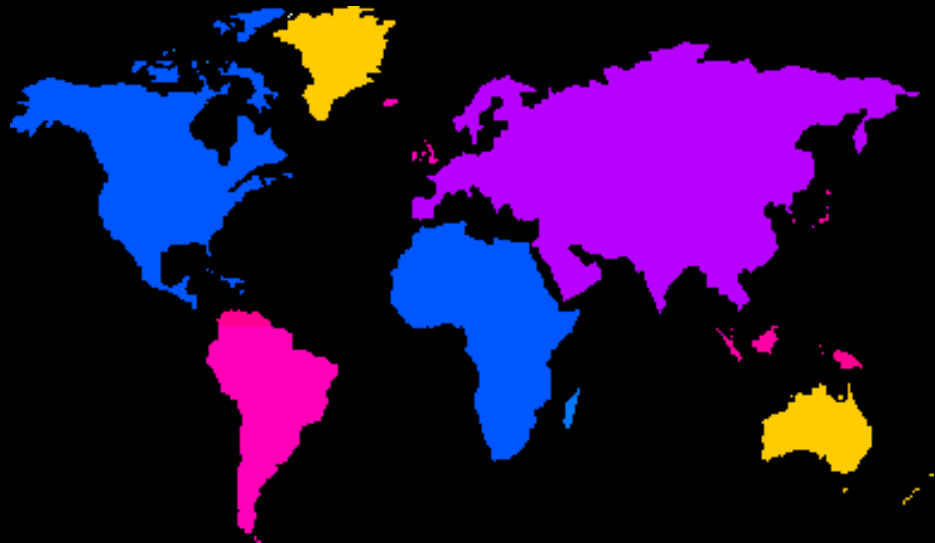


- Ingram Micro D
  - World's largest microcomputer products distributor
- Ingram Book
- Ingram Film
  - Largest distributor of video and audio

# Ingram Micro D

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- U.S.A.–Ingram Micro D
- Canada–Ingram Canada Ltd.
- Europe–Ingram Softeurop



# Ingram Micro D Personal Overview

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- U.S.A. and Canada
  - 255 inside sales people
  - 52 field sales people
  - 60 technical support/customer service people
  - 988 employees in the U.S.A.
  - 94 employees in Canada

# Ingram Micro D Sales Overview

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- Major accounts–franchise chains
  - Computerland
  - Microage
  - Connecting Point
  - Intelligent Electronics
  - Entre, TCBC



# Ingram Micro D Sales Overview

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- Major accounts–franchise chains (*cont.*)
  - ASCII
  - Valcom
  - Enterprise Group
  - Inacomp
  - Software City

# Ingram Micro D Sales Overview

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- Major accounts—owner operated chains
  - Businessland
  - Sears Business Centers
  - Egghead
  - Computer Factory
  - Neeco
  - Software House
  - Babbages
  - Nynex

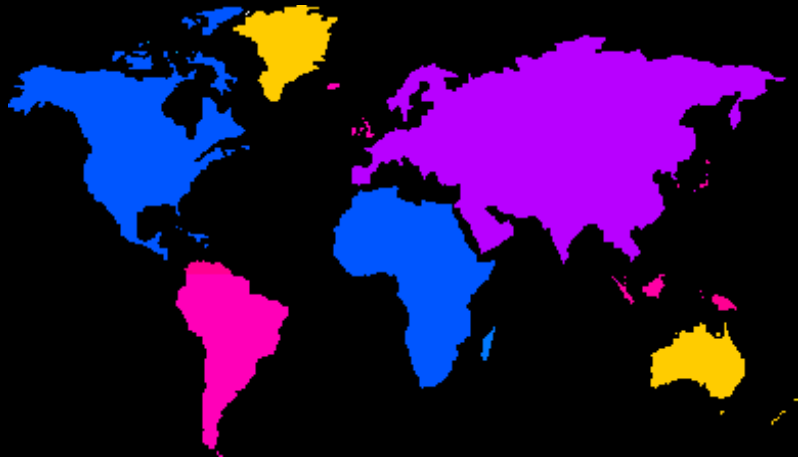
# Ingram Micro D Sales Overview

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- Major Accounts–Corporate Reseller
  - Mac Connection
  - MacWarehouse
  - PC Connection
  - Computer Warehouse
  - 800 Software
  - CompuAdd

\* Representing approximately 3,000 of our 27,000 active customers

# Ingram Softeurop



- 3 warehouse/sales locations
  - Uprecht, Netherlands
  - Brussels, Belgium
  - Lille, France
- 11 inside sales people
- 4 field sales
- 9 technical support/customer service people
- 54 total employees

# Ingram Micro D International Export

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- Independant Marketing Companies (IMC's) in Scandinavia, Africa and the Mid-East
- Independant Computer Companies (ICC's) in South America\* and Pacific Rim

\*Apple / IMD Latin America Tour

# Changes in U.S. Microcomputer Industry—Resellers (Next 3 Years)

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- Continued focus of the authorized hardware dealer on hardware (versus software)
- Growth of superstores, such as Soft Warehouse
- Final emergence of the mass markets

# Changes in U.S. Microcomputer Industry—Resellers (Next 3 Years) (*cont.*)

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- Continued margin pressures
- Further consolidation into franchise chains and corporate chains
- Clear distinction between value-added resellers and volume resellers

# Changes in Microcomputer Distributors—U.S. (Next 3 Years)

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- Maturing of channel—better management, better controls, slower growth
- Further Consolidation
- More exclusive relationships with suppliers



# Changes in Microcomputer Distributors—U.S. (Next 3 Years) (*cont.*)

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- Increasing automation, including shift to electronic ordering
- Key hardware (CPU) vendors migrating to distribution
- Continued international expansion

# Ingram Micro D Focused Market Divisions

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- MAC Division
- Technical Products Division
- Windows Division
- Ingram Labs

# MAC Division

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- Lead distributor according to Macintosh News 1990 Preferred Supplier Survey
- 68% marketshare of all MAC-related product which go through national distribution.
- 1990 sales of approximately \$225 million
- Exclusive U.S.A. Distributor for Claris



# MAC D

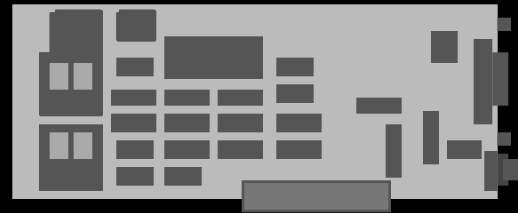
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- Macintosh product evaluation
- Macintosh specific marketing
- Technical training
- Dedicated purchasing
- Dedicated technical/customer support

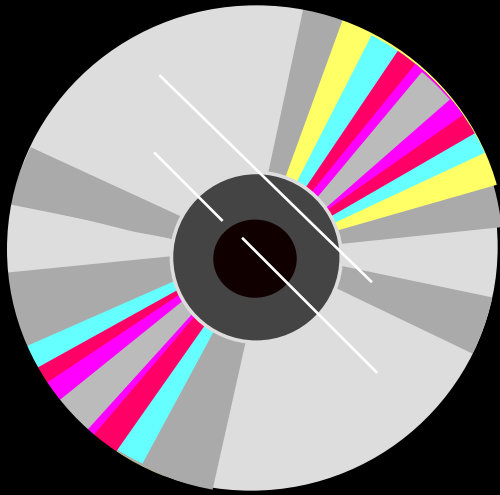
# Strategic Product Areas

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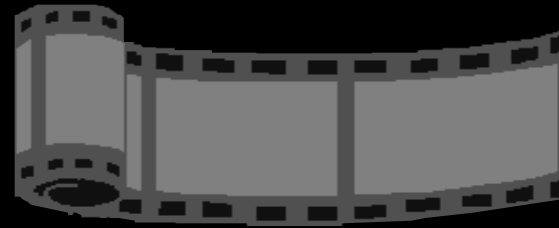
- Connectivity and Communications
  - Multivendor integration
- Graphics solutions
  - Desktop presentations
  - Graphics cards, monitors, scanners and printers
- Business productivity tools



# Niche Markets



- CD ROM
- Video
- Education
- CAD
- Music–MIDI products



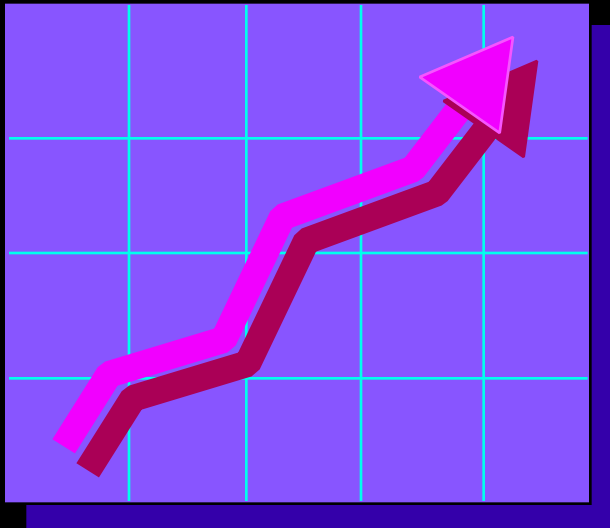
# What We Look For

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- Is the product unique?
- Technical integrity
- Future products
- Justified retail price/performance
- Competing and complementary products
- How will you accomplish sales goals and create demand?

**TECHNOLOGY**

# How to be Part of Our Strategy



- Tell us your goals
- Demonstrate knowledge of customers
  - Pull through from end user
- Differentiate your product
- Show financial stability
- What do you expect from us?
- Be persistent



# How it Works



- New Products department
  - Product evaluation
- Is there a fit?
- New products review committee
- Let's talk about expectations
- Marketing and product launch

# MAC Division Marketing



- Four Product Marketing Managers
- Publications
- Information Services
- Reseller Training
- Product Launches

# Publications

Name	Pages	Distribution
Update	8	130K
Communicque	52	30K
Mac D Vision	20	30K
Marketplace	6	12K
VARSide	8	30K
Fast Facts	4	1K
All Monthly		

# Product Launches

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- Targeted likely customers
  - Direct mail
  - Publications
  - Training
  - Telemarketing outcall
  - Joint sales calls
  - Product showcases

# Reseller Training

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- Product showcases (ten per year)
- TPD training centers (six)
- Product seminars
- Face-to-face field sales
- Superior technical support

# Ingram Micro D

## Customized Marketing Focus



- Product introduction campaigns
- Building brand/company awareness
- Expanding product markets

# Product Life Cycles

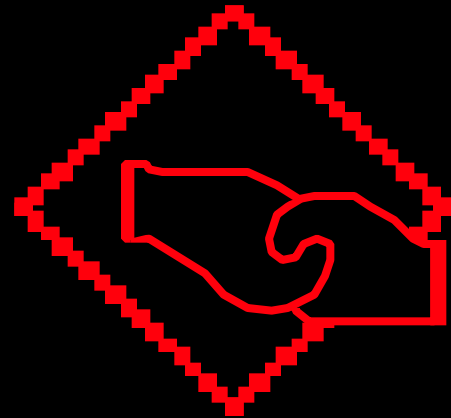
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- New product introduction (CAERE Corp.)
- Establishing company identity/awareness (Claris)
- Expanding existing product into new markets (Aldus)

# How To Get in Touch With Us

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- Contact Sue Harvey, Macintosh Product Manager
- AppleLink: MICROD
- (714) 540-4781 x2712
- Send us sample product and information
- Talk to us here at the conference







The power to be your best