

# Case Study

Intel® Partner University  
Cloud Fundamentals Competency



## Building Expertise with Intel® Cloud Fundamentals

**Intel® Partner University's Cloud Fundamentals Competency helps a new associate at Ingram Micro increase solution sales and professional success**

### At a Glance

A newly hired business development manager at Ingram Micro used the Intel Cloud Fundamentals Competency to:

- Build knowledge of cloud technologies and benefits
- Increase self-confidence and become a more valuable team member
- Grow solution sales by bringing a broader perspective to conversations with clients



### Executive Summary

Leaving the retail sector to join [Ingram Micro Canada](#), a business development manager (BDM) found a world of new concepts, facts, and vocabulary at the leading global distributor. He turned to Intel® Partner University for help getting up to speed.

The Intel Cloud Fundamentals Competency sharpened the Ingram BDM's skills and built the self-confidence needed for on-the-job success. With a top-down understanding of cloud computing, he also contributes to solution-focused sales that generate higher revenues for Ingram Micro and its partners.

### Challenge: Increase Knowledge and Confidence

As one of the world's leading distributors, Ingram Micro is an aggregation point connecting manufacturers to resellers and eventually to business customers and users. Driving to meet its clients' ever-changing requirements, Ingram Micro is leading the distribution sector's shift toward solution-oriented services.

A new business development manager joined Ingram Micro Canada after working in the retail sector. While the previous experience was valuable, the new Ingram BDM recognized knowledge gaps when tackling the complex world of technology distribution.

He wanted to fill those gaps and be able to speak confidently about Ingram Micro's broad offerings. This step would also make the BDM a more valuable contributor to Ingram Micro's many cross-functional teams.

"Cloud is huge. I wanted to know more about all that's going on with cloud computing and better position Ingram's cloud offerings to my clients," the Ingram BDM says.

"I was also in situations where I realized that I was missing part of the picture, and I would feel a bit of impostor syndrome. I really wanted to fill those gaps."

### Solution: Cloud Fundamentals Competency

The Ingram BDM's work focuses on Intel products, and Ingram Micro is a member of the Intel Partner Alliance, so Intel Partner University was a logical place for him to start.

The Intel Cloud Fundamentals Competency is one of more than a dozen pathways of industry-leading curriculum offered through Intel Partner University. Competencies are designed to help professionals position and sell Intel technologies. Completing a competency earns a digital badge that can be added to email signatures and other communications.

## Case Study | Building Expertise with Intel® Cloud Fundamentals

The Cloud Fundamentals Competency is a series of 17 courses aimed at instilling knowledge of the cloud industry and technologies, including Intel's role in the cloud ecosystem.

These courses help professionals gain the skills needed to achieve a competitive advantage by guiding customers to modern cloud solutions based on Intel technologies. Topics range from cloud computing's business value to key technologies for cloud security.

### Short, Well Organized, Great Material

The Ingram BDM completed the Cloud Fundamentals Competency, along with 10 more. He also earned Intel Ambassador status, certifying knowledge, understanding, and proficiency in multiple product areas.

The BDM praises the content and format of the Cloud Fundamentals courses. "The modules are short and well organized, and the material is great," he says. "I learned a lot. In addition, compared to so much other training, Intel presents its material from a vendor-agnostic perspective, which I appreciate."

"The courses also build my curiosity," he continues. "They inspire me to go further and help me know what questions to ask."

Course materials covering cloud security proved particularly useful. "Many industries are very concerned about data security in the cloud," says the Ingram BDM. "Learning what the different cloud service providers are doing to ensure cloud security—that's important for me to know."

The competency badges add value as an easy way to broadcast the BDM's expertise. "They're like merit badges in scouting," the BDM observes. "They showcase that I have done the work to understand the topic. They instill confidence in the people that I'm working with."

### Results: Confidence, Competence, and Solutions Sales

*"Coming from a different industry, there were times when I felt a bit of impostor syndrome. The Cloud Fundamentals Competency gave me knowledge and confidence. It helped me personally and professionally. I overcame the imposter syndrome. I can better position Ingram Micro to my customers and answer their questions."*

—Business Development Manager, Ingram Micro

The Cloud Fundamentals Competency and others provide the knowledge foundation and confidence to succeed in a new industry and a new role.

"Coming from a different industry, there were times when I felt a bit of impostor syndrome," the Ingram BDM explains. "The Cloud Fundamentals Competency gave me knowledge and confidence. It helped me personally and professionally. I overcame the imposter syndrome. I can better position Ingram Micro to my customers and answer their questions."

With an expanded knowledge base, the Ingram BDM can serve as a trusted advisor to partners and clients. He is better

### About Ingram Micro<sup>1</sup>

Ingram Micro was founded as Micro D in 1979. Today, it is a leading global distributor with a mission to help businesses make the most of the technology they make, sell, and use. The company emphasizes cloud, mobility, supply chain, and technology solutions, and its Ingram Micro Cloud Marketplace has 15 million active seats.

Headquartered in Irvine, California, Ingram Micro supports global operations through a sales and distribution network that spans North America, Europe, the Middle East and Africa, Latin America, and Asia Pacific.

Ingram Micro represents more than 1,600 suppliers. It serves over 170,000 customers in approximately 160 countries, with more than 35,000 associates providing support to partners and customers.

able to broaden the conversation from the customer's initial query, aligning customers' business transformation needs with emerging technology trends.

By emphasizing solution-focused sales, he positions customers for long-term success and helps generate higher revenues for the Ingram Micro and its partners.

"Clients don't always know what to ask," he says. "When I guide a conversation toward an end-to-end solution, the answer often ends up being that they should get on a hybrid cloud. Since so many vendors connect with Intel platforms, I can help people connect the dots and see what they can buy or create to make an outstanding solution. The discussion becomes about much more than just the processor."

### A Stronger Team Member

The Ingram BDM saves time for partners and colleagues by having more answers at the ready. The BDM also contributes more to discussions with colleagues, partners, and other stakeholders.

For example, a recent situation arose where Ingram Micro needed to build configure-to-order servers for a client's hybrid cloud.

"The Cloud Fundamentals course helped me have the conversation with our partners around developing a solution for the client," the BDM recalls. "Without that background, I wouldn't have understood the platforms, the networking, and the basics of storage virtualization needed to make it all work."

The BDM says that the Cloud Fundamentals Competency gave him the confidence and skills to advocate for Intel technologies throughout the solution. "We came up with a great solution for that client," he says. "I also saw how I can take a similar approach with other sales situations and other partners."

## Intel DNA for Cloud Connections Everywhere

*"Whether I'm presenting processors or NUCs or SSDs, I often incorporate cloud terminology and concepts. I tell the end-to-end story, all with Intel DNA inside."*

—Business Development Manager, Ingram Micro

Having completed the Cloud Fundamentals Competency, the Ingram BDM now makes a point of discussing cloud whenever it is relevant.

"In a recent presentation about Intel NUCs, I pointed out that NUCs need secure storage for the data that's being generated," the BDM says. "I was able to talk about benefits of cloud storage compared to storing data on a local hard drive. Whether I'm presenting processors or NUCs or SSDs, I often incorporate cloud terminology and concepts. I tell the end-to-end story, all with Intel DNA inside."

Looking forward, the Ingram BDM is excited about the future of cloud computing. "When you look at everything that's going on—from artificial intelligence in the cloud to storage virtualization—you can see that the next wave of cloud computing is going to be huge," he says. "It's exciting, and it makes the Cloud Fundamentals Competency more relevant than ever."

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## For More Information

[Ingram Micro](#)

[Intel® Partner Alliance](#)



<sup>1</sup> Ingram Micro At a Glance, <https://corp.ingrammicro.com/en-us/company/overview>

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