



Ingram Micro Canada equips partners to sell Microsoft solutions more effectively with Qorus Content Hub

Situation

Ingram Micro Canada, Microsoft's established CSP indirect distributor in Canada works hard to support its partners and help them grow. To this end, it launched two landmark partner enablement programs: the Office 365 Cloud Awesomeness Program and Ingram Micro IaaS Flight Academy.

During the programs, Ingram Micro provides all the training, tools, content and support needed to sell Microsoft solutions effectively. This includes equipping each partner's sales and marketing teams with the Microsoft content their end clients want to see. Now it can give partners instant access to this content via the Qorus Content Hub

Solution

Microsoft Sales & Marketing content at their fingertips.

Using the Qorus Content Hub sales enablement platform, Ingram Micro Canada is equipping each of its partner's sales and marketing teams with the Microsoft partner content their end customers need and want. This accelerates the sales process and boosts productivity.

"Qorus enables you to search the MPN website for Microsoft sales and marketing content directly from Word, PowerPoint and Outlook. You can then insert your chosen content straight into documents, presentations and emails," explains Briana Lau, Cloud Marketing Manager, Microsoft Cloud at Ingram Micro.

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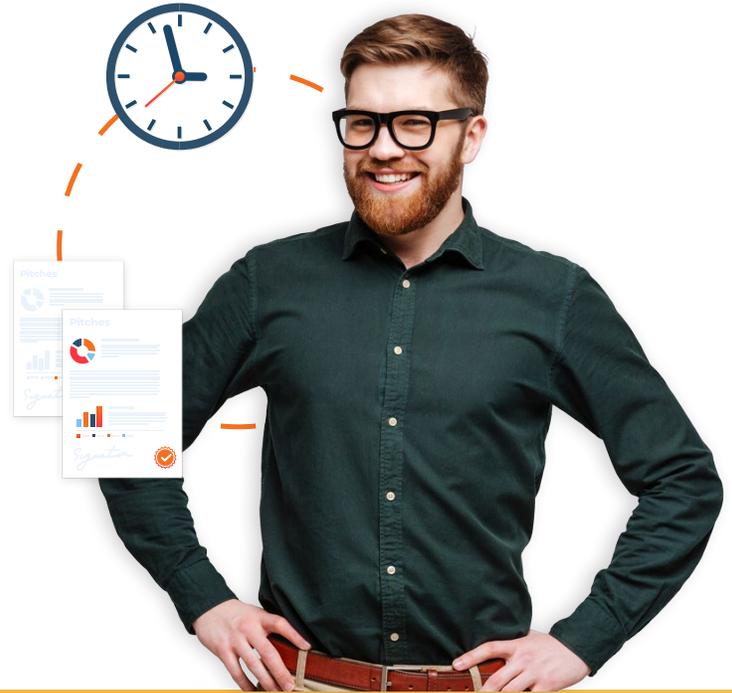
Briana Lau

Cloud Marketing Manager, Microsoft Cloud at Ingram Micro

Benefits

Using the Qorus Content Hub, Ingram Micro Canada partners can:

- Build high quality pitches, proposals and RFP responses to meet their clients' exact needs.
- Quickly find and insert the latest Microsoft sales and marketing content.
- Share their documents, and then track client engagement.
- Gather insightful feedback on which content closes deals.



Sales enablement for winning teams

Collaborate as a team. Get to market faster. Close more deals.

Qorus is the sales enablement platform that connects people, content and data to get to market fast and win more deals.

Our software is incredibly powerful but highly intuitive and very easy to use. It's integrated across Microsoft 365 and major CRMs. Our award-winning Success Team ensures our clients across all industries reach their goals.

We are a diverse, vibrant group with headquarters in Seattle and major offices in New York, London and Cape Town.

Enable your partners to close more deals

Qorus brings your partners into your community so that they can close more deals, more easily. Use Qorus to connect partner teams to your best sales and marketing content, along with Microsoft Partner Network (MPN) content – all in the familiar world of Microsoft Office, Microsoft Teams and your favorite content management systems.

This means insightful feedback for you and your partners. It means a clear view of what's driving success. And ultimately, it means a better-equipped sales channel that sells more.

For more information please visit:
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