

Ingram Micro helps Datawatch-Europe go Digital!

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Datawatch-Europe, suppliers of world famous Monarch report and data mining software, have joined forces with Ingram Micro to provide a new and dynamic way of marketing and communicating with their resellers and end users. The new Digital Channel provided by Ingram Micro will revolutionise how vendors communicate to their resellers and end users in regards to new products and up to date information.

The concept of the Digital Channel is effectively a reseller marketing solution, providing distribution channels with consistent product – marketing information. Digital Channel provides Ingram Micro UK customers with comprehensive electronic marketing support designed to improve the quality of their customer communications and to support lead generation activity.

Walter van den Bosch, Digital Channel manager of Ingram Micro: “In comparison to many other marketing solutions, the reseller is the centre and is facilitated the most. They get a dynamic website full of information, fully prepared electronic marketing campaigns and direct mail software.” Ingram Micro arranges the product information on the reseller websites and creates the end user mailings for them.
www.digital-channel.com

The goal of channel marketing via Digital Channel Solutions

- To provide a controlled access to end users via selected partners.
- Assist channel partners in their marketing activities towards their own customers.
- Provide insight into activity in the channel with vendor information.
- Create a more efficient method of marketing interaction.
- Optimise the marketing spend on channel activities.

Datawatch Europe will have a micro site on selected Digital Channel reseller partner sites and also on the Ingram Micro home page. Commissioning this micro site allows both resellers and end users to view up-to-date information on Datawatch products.

Ingram Micro is Datawatch’s prime distributor in the US. Rob Graham, Product Manager of Datawatch-Europe, comments “Ingram Micro is already our Alpha distributor here in the UK. Their channel is already selling our Monarch range of data and report mining software and we are pleased to be associated with their innovative digital program which will certainly result in sales growth”

The Digital Channel also supplies resellers with marketing campaigns and email software which can be used locally and adapted with Datawatch logos and information. Datawatch Europe will provide all the relevant information required to allow resellers to mount Monarch software mailer campaigns to their end user base each quarter.

The Digital Channel:

- Will provide resellers with a dynamic website full of up to date product information on Datawatch-Europe's portfolio of software.
- Gives the channel and their sales team with a monthly news letter which gives up to date information on developments and promotions from Datawatch-Europe.
- Ingram Micro will supply end user marketing campaigns.
- Allows anyone to subscribe to newsletters on line.
- With active end user email campaigns Datawatch-Europe, believes it will see an increased flow of traffic to its website.

About Datawatch Europe

Datawatch Europe is a leading provider of the Monarch range of report and data mining business intelligence that help organisations increase productivity, reduce costs and gain competitive advantage. Datawatch products are used in more than 20,000 companies, institutions and government agencies worldwide, by around 500,000 users.

Datawatch works with VARs, integrators, consultants and independent software vendors who sell and support Datawatch products. In addition, Datawatch works with OEM customers who embed Datawatch components and technologies in their own solutions.

Further information can be found at www.datawatch-europe.com.

About Ingram Micro

Ingram Micro Inc. is the world's largest technology distributor and a leading technology sales, marketing and logistics company. As a vital link in the technology value chain, Ingram Micro creates sales and profitability opportunities for vendors and resellers through unique marketing programs, outsourced logistics services, technical support, financial services and product aggregation and distribution.

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