



# Ingram Micro's Veeam Marketing Center Success Story and Partner Guidance



## Company

Ingram Micro is behind the world's most iconic brands and can reach 90% of the world's population. Their diverse solutions portfolio includes advanced and specialty solutions, cloud solutions, mobility solutions, and commercial/consumer technologies. Ingram Micro also enables a global circular economy with full-service IT Asset Disposal, reverse logistics, and repair services.

## Partner Type

Distributor, Aggregator

## Solution

- **Facebook campaign:** Backup and recovery services for Microsoft 365
- **LinkedIn campaign:** Veeam Backup for Microsoft Azure
- **Email marketing:** SMB — Mastering Data Protection

## Region

Middle East & Africa

“If partners are not familiar with Veeam Marketing Center, they should start exploring its features and capabilities. It saves time and effort in creating marketing materials from scratch. So, take advantage of these assets to kickstart your marketing campaigns and ensure a consistent and professional brand image across your marketing channels.”

## Mennatullah Abdelghany

Senior Marketing Associate  
Aptec — Ingram Micro Egypt

## Challenge

As a leading technology distributor across the Middle East, Ingram Micro is constantly looking for efficient ways to communicate with their wide network of resellers.

## Results:

- Developing digital campaign ROI
- Effective lead and campaign management



## The Business Challenges

The Egypt subsidiary of Ingram Micro was looking to improve their digital marketing presence with different marketing campaigns and activities that could enrich their communications to partners.

## The Veeam Solution

Veeam Marketing Center and its Marketing Concierge service, a team of dedicated marketing specialists who educate partners on how to use Veeam's products.

**From the various tools provided by Veeam Marketing Center, Ingram Micro customized** email templates, landing pages, and social media content to overcome their marketing challenges. For example, the company used social media campaigns for Veeam solutions to target the small- to medium-sized business (SMB) segment, as well as **backup and recovery services for Microsoft 365**. Not only did Ingram Micro leverage these resources for themselves, but they held a webinar for the Middle East region, where their partner community also discovered **Veeam Marketing Center** and its features.

## The Results

Thanks to the ready-made and automated social media campaigns and email marketing tools on Veeam Marketing Center, Ingram Micro saved time and resources.

"Veeam marketing assets have helped us develop our digital campaign ROI since they were built based on Veeam language and key messages to the partners. The campaign management and reporting features have helped us track and manage generated leads, without using any another external lead management tool," said Mennatullah Abdelghany, senior marketing associate at Aptec — Ingram Micro Egypt.

➔ **Start generating leads with Veeam Marketing Center! Contact your [dedicated marketing concierge](#)**

### About Veeam Software

Veeam®, the #1 global market leader in data protection and ransomware recovery, is on a mission to help every organization not just bounce back from a data outage or loss but bounce forward. With Veeam, organizations achieve radical resilience through data security, data recovery, and data freedom for their hybrid cloud. The Veeam Data Platform delivers a single solution for cloud, virtual, physical, SaaS, and Kubernetes environments that gives IT and security leaders peace of mind that their apps and data are protected and always available. Headquartered in Columbus, Ohio, with offices in more than 30 countries, Veeam protects over 450,000 customers worldwide, including 73% of the Global 2000, who trust Veeam to keep their businesses running. Radical resilience starts with Veeam. Learn more at [www.veeam.com](http://www.veeam.com) or follow Veeam on LinkedIn [@veeam-software](#) and X [@veeam](#).

