



**SUPPLY CHAIN
SERIES**

PARTNER RELATIONS



Introduction

At MicroAge we pride ourselves in building long-lasting, mutually beneficial relationships... with our clients, our associates, and with our partners. We think it's one of the main reasons we've been around for 40 years.

To bolster collaborative efforts with our supply chain, we have developed a strong Partner Relations team made up of marketing and technical enthusiasts, ready to make things happen!

Let's meet the team...

The Front Line

The Partner Relations Front Line team are your main contacts at MicroAge. They manage most aspects of the relationship with our supply partners, and we've made navigating engagement easy!

1. First and foremost, you'll want to chat with Cassie Davis. She's your go-to person for 90% of your questions and requests – especially when it comes to getting time with our Sales team. (Read: Cassie is the gatekeeper.)
2. And Amanda Woody manages the team. She concentrates on partner programs, authorizations and go-to-market plans with preferred partners.

1



CASSIE DAVIS
Marketing Coordinator
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WHEN TO ENGAGE

- Introduction and engagement with the sales team
- Training and enablement scheduling
- Client event requests

2



AMANDA WOODY
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WHEN TO ENGAGE

- Strategic business planning with preferred partners
- Partner program and legal agreements
- Partner authorization management
- Marketing campaign development

Solutions Engineering

Our Solutions Engineering team is headed up by Wyatt Bowman. Talk to Wyatt when it comes to:

- Data center design and architecture
- Cloud architecture and cloud hosting services
- Professional services
- Partner certifications and accreditations



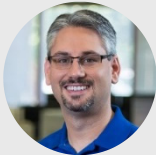
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Practice Management

The MicroAge Practice Management team is dedicated to driving awareness, adoption and revenue around new and innovative technologies with both our account executives and clients. Responsibilities include:

- Technology evangelists
- Provide thought leadership around established and emerging technologies
- Strategic initiatives
- Partner certifications and competencies
- Client activities and events
- Training and enablement
- Account executive engagement
- Proactive and reactive engagement
- Proactive campaigns
- Account mapping



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PRACTICE AREAS

Security • Networking

Telecom • Collaboration •
Networks

Hyper-Converged Infrastructure •
Disaster Recovery • Storage •
Cloud • Data Center Virtualization

Virtual Desktop Infrastructure •
End-User Computing • Mobile
Device Management

Executive Team

At an executive level, MicroAge is represented by Tracey Hayes and Larry Fulop. They work with our preferred partners to ensure they have a strong relationship with the entire MicroAge organization. They regularly serve on partner advisory boards for industry leaders, including Cisco, Dell EMC, Hewlett Packard Enterprise, HP Inc., Microsoft and VMware.

Press inquiries should be directed to Tracey and Larry.



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