

RESOURCES AND SERVICES TO DRIVE GROWTH



MARKETING

Designed to project your capabilities and advantages to your target audience, our marketing services and resources are objective-focused and measured for results.

- Marketing strategies, based on public sector expertise
- Engagement of target audiences with tailored messages
- Effective tactical execution, reporting and ROI analysis



SMART LEAD GENERATION

immixGroup's qualitative, intelligence-based prospecting solutions are far more effective than scatter-shot lead-gen methods in accelerating the sales cycle – and your growth.

- Trained and objective-focused lead generation teams
- Intelligence-based and integrated approach with proprietary databases
- Revenue-generating campaigns



CHANNEL DEVELOPMENT

We cultivate strategic relationships with vendors and complementary service providers to expand your capabilities, market reach and staying power.

- Technology enablement and expansion, including targeted company profiling and access to multi-vendor solutions
- Education and development, including training on technologies and solution selling
- Partner advocacy, including MDF support



INTEGRATION AND LOGISTICS

immixGroup offers the only complete, secure supply chain for the public sector IT marketplace to bring complex solutions to market quickly and efficiently – and dramatically enhance your value to customers.

- Build and test technical configurations from spec
- Fulfillment, including storage, shipment, UID and private labeling, asset tagging
- Post-sales technical support, including professional services and end-user training



COMPLIANCE PROGRAMS

Based on impeccable professional standards and our recognized culture of ethics and integrity, immixGroup's proven processes and procedures help you avert risk and provide guidance for doing business effectively and profitably with government customers.

- Internal and external legal counsel
- Guidance on laws and regulations to steer business strategy
- Translation of policy into practice for revenue growth



TECHNOLOGY SOLUTIONS

We're "Powering the Future of Public Sector IT" by aligning IT solutions with future government requirements. As an immixGroup partner, this will help secure your future, as well.

- Alignment of government mission requirements with relevant technologies
- Identification and facilitation of IoT, cloud and security solutions
- Expert engineering resources to discover, analyze, design, demo and sell key products with maximum effectiveness



The ever-evolving public sector technology landscape represents significant opportunities for solution providers, integrators and VARs who are prepared to embrace the complexities of this large and diverse marketplace. immixGroup is uniquely equipped to help you meet the challenges of constantly advancing technology, as well as the rising expectations of public sector customers.

To compete and thrive in the public sector, it is essential that you recognize and adapt to the fundamental changes occurring in this unique marketplace. Your government customers are also becoming more strategic in how they select and acquire information technology. They are seeking help in how to leverage these new technologies – not just for operational support, but to achieve their strategic objectives, as well.

In addition, government customers are thinking beyond discrete products and looking instead for complete and integrated solutions, along with more centralized accountability from providers. Finally, they demand freedom from the constraints of traditional purchasing methods and seek alternatives, such as consumption-based models for greater financial and operational flexibility.

FOR IMMIXGROUP, PARTNERS COME FIRST

We don't compete with our channel, and we are strong advocates for our channel. Everything we do supports the success of our partners. And we offer considerable resources over and above other distributors to help you win in the marketplace.

To learn more about immixGroup's capabilities, visit www.immixgroup.com or call 703 752 0610.



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// FOR CHANNEL PARTNERS

IMMIXGROUP PROVIDES THE FOCUS AND RESOURCES TO MEET YOUR CHALLENGES

Flexible Financing Options

To support large or complex deals and help you bridge the gap between public sector budgeting and funding cycles, we offer flexible terms and conditions to support your cash flow needs.

Extension of Your Technological Capabilities

We constantly evaluate new and emerging technologies and vet all new vendors, so you can address changing customer requirements with innovative solutions. Our strong relationships with OEMs provide an avenue for you to establish yourself with potential teaming partners. We foster open, bi-directional communication in the channel, so that partners and vendors can efficiently align their technologies to develop best-of-breed solutions, which further mission-driven results and demonstrate a unique value to the marketplace.

Real, Actionable Opportunities

immixGroup's unrivaled market intelligence provides you with timely and specific information on public sector business opportunities to shorten your sales cycle, including budget analysis, buying patterns and the identities of actual decision-makers.

Commitment to Mission-Driven Results

We collaborate with you to define and design objective-focused marketing strategies and lead-generation programs to identify opportunities and develop sales pipeline – all with shared accountability and measurable results. Additionally, we provide access to market development funds (MDF) to support strategic activities.

Access to Federal, State and Local Contract Vehicles

We hold prime contracts with multiple OEMs that enable you to acquire the products you need while complying with government rules and regulations.

immixGroup Helps You Adapt to Fundamental Shifts at Multiple Levels

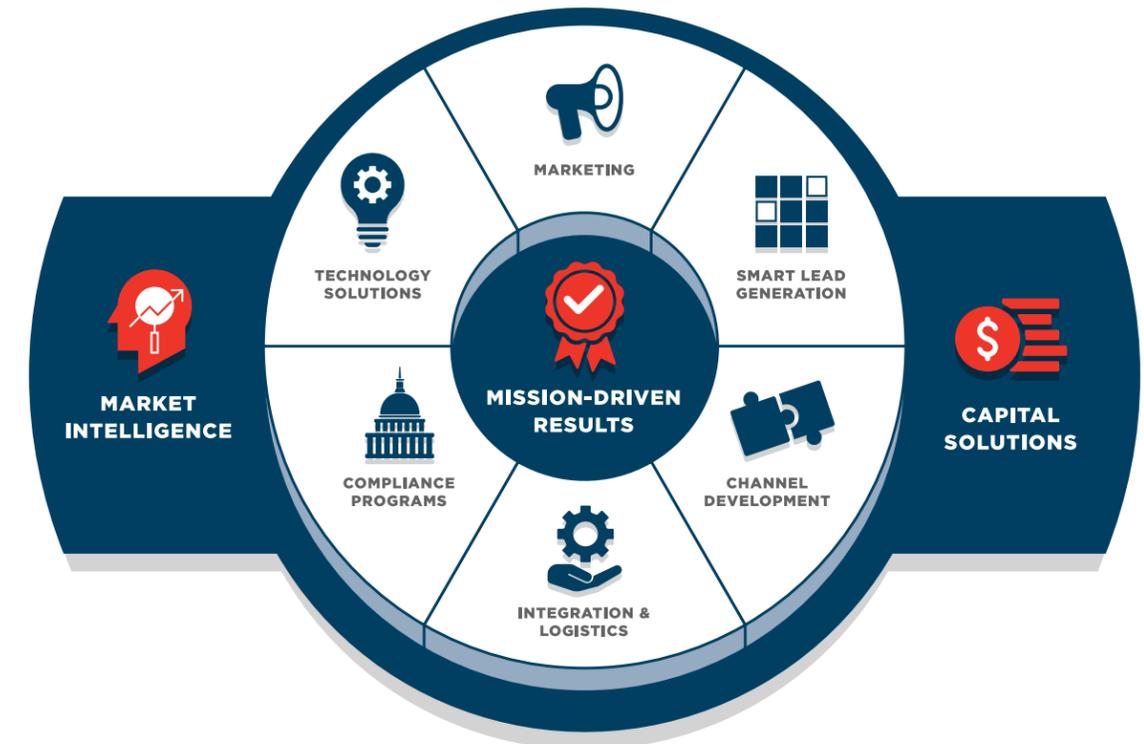
Technology Foundation	From Static (HARDWARE CENTRIC)	→ To Dynamic (SOFTWARE-DEFINED)	Developing integrated solutions that map to public sector initiatives and incorporating end-to-end logistical support
Mission Approach	From Tactical (PRODUCT-LED)	→ To Strategic (SOLUTIONS-LED)	Preserving legacy revenue sources while staying current with evolving requirements and regulations
System Infrastructure	From Local (ON-PREMISES)	→ To Virtual (HYBRID/CLOUD-BASED)	Solving the complexity of leveraging the cloud – from the secure hosting of applications to managing multi-cloud and hybrid environments
IT Financing	From Fixed (CAP-EX MODEL)	→ To Fluid (OP-EX MODEL)	Emphasis on greater flexibility, broader access and consumption-based models

THE KEY:

IMMIXGROUP GROWTH ACCELERATION FRAMEWORK

With our leading-edge Growth Acceleration Framework, immixGroup has incorporated all the essential services and resources you need to drive your success in the shifting public sector market.

The Growth Acceleration Framework provides a foundation for building a strong, more strategic relationship based on collaboration, accountability and a shared vision.



MISSION-DRIVEN RESULTS

We introduce executive-level commitment, insight and alignment of our capabilities to define – and maximize – your success in fulfilling public sector IT initiatives.

- Strategic collaboration
- Shared market knowledge
- Execution assurance



MARKET INTELLIGENCE

Our data-driven insights make pipeline development more comprehensive and fruitful, with customized consulting and analysis, target account planning, sales training and much more.

- Account mapping and go-to-market strategies
- IT trend and policy analysis
- Tactical, sales-focused campaigns and presentations



CAPITAL SOLUTIONS

With a deep understanding of public sector budgeting and funding cycles, we provide a wide range of financing options.

- Innovative funding options, from capacity on-demand to lifecycle financing
- Flexible payment terms; flooring, escrow and deferred payment
- Complex deal structuring; 0% financing and tax-exempt leasing for SLED customers