

Press Contacts

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Adobe and Ingram Micro: new partnership in Australia

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Adobe has selected Ingram Micro as its non-exclusive single distribution partner in Australia to help drive the uptake of the company's Value Incentive Program (VIP), which includes Creative Cloud for teams and the Adobe Partner Connection channel program.

Adobe's channel lead for Australia and New Zealand, Muralee Kanagaratnam congratulated Ingram Micro on their successful bid.

"Ingram Micro has demonstrated a true partnership through Adobe's transition to Creative Cloud and they are committed to investing in our business," Mr Kanagaratnam said.

"Ingram Micro offered innovative solutions around the integration of automated systems, the opportunity to leverage existing partnerships and capability for reseller and end user training. I'm looking forward to working with the Ingram Micro team.

"The past 12 months have been significant for Adobe's channel business as we transitioned to Creative Cloud and continued to drive our Acrobat and Education businesses.

"Australia and New Zealand continue to lead the world in the adoption of Creative Cloud for teams. In Q1 2014, 63% of customers in Australia chose to purchase CC for teams over our perpetual offerings, while worldwide the average was 52%."

Matthew Sanderson, Ingram Micro's VP and Managing Director of Australia and New Zealand, said his team is proud and excited to have been chosen as Adobe's non-exclusive single distributor in the Australian market place.

"Adobe is the leader in the creative segment and is a very important brand to have in our portfolio. There is real synergy with many of our other product sets and the rapid transition and acceptance of Creative Cloud for teams in the Australian market is very exciting and has been embraced by our reseller channel. My team and I are looking forward to working with Adobe and our Reseller Partners to deliver ongoing value with focus on lead generation, renewals management and with end user events and enablement."

Adobe's move to a non-exclusive single distribution model with Ingram Micro will become effective as of 1 July 2014.

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