



Ingram Micro selects Flixmedia.tv to enhance web content

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The QuickClip video service will provide resellers with educational content via Ingram Micro EMEA's web site

Distributor signs EMEA agreement with web content provider to offer more than 4,000 product and 3D clips to partners.

Distributor Ingram Micro EMEA has partnered with web content provider FlixMedia to strengthen its e-business strategy. Available via the distributor's web site, the QuickClip videos service will provide its European resellers with a range of up-to-date educational content about its IT and consumer electronics products.

Jonathan Newman, Ingram Micro's director of enterprise web and EMEA eSolutions, said the distributor's e-business strategy focuses on helping its partners enrich their sales process. He added: "To succeed, we must provide the best possible product information and support to help resellers identify the very best product for their end customer.

"FlixMedia provides a truly international offering through its breadth of videos in multiple languages and its well-established partnerships with leading manufacturers, all of which give our users relevant product and sales information in a format they can easily access and use."

Through FlixMedia's QuickClips videos, Ingram Micro EMEA can now offer more than 4,000 product and 3D clips, from consumer goods vendors, to its resellers.

Scott Lester, chief executive of Flixmedia, said: "Our partnership with Ingram Micro is the perfect extension to Flixmedia's Global Distribution Network.

"By making our manufacturers' content accessible via this channel, we can help Ingram Micro directly influence and educate resellers – and extend the audience for our vendors."