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Ingram Micro has introduced the AI-powered Xvantage platform to modernize technology distribution. How is this platform transforming partner experiences and enabling real-time agility in India's dynamic IT ecosystem?

Our AI-powered Xvantage platform has brought about a radical revolution in the technology distribution sphere. Not only has it allowed our customers to learn, partner, build, manage, and buy technology-led business solutions with utmost ease, but it has also empowered them with the insights and digital capabilities required to excel in the digital age. In the traditional model, partners faced challenges around fragmented information and siloed decision-making. With our intelligent Xvantage platform, partners now enjoy a seamless experience that allows them to conveniently search for a product, generate a quote, place an order, track their consignment, and manage all such critical tasks. In fact, Xvantage has completely redefined the way our customers interact and transact with us.

Xvantage also provides our partners with actionable insights and best-suited product recommendations to expedite their overall decision-making process. Moreover, it's a one-stop destination to explore all our services and solutions, such as Professional Services, Cloud Services, Financial Solutions, or even Vertical-focused Solutions. All these enable our partners to enjoy a higher level of agility, flexibility and operational efficiency.

With India emerging as a high-growth market for cloud and cybersecurity, what strategies is Ingram Micro adopting to help SMBs and enterprises accelerate their digital transformation journeys?

Organizations across verticals in India are passionate about leveraging the true potential of Cloud; however, they are in distinct stages of their cloud transformation or digital maturity journeys. Therefore, we have crafted a strategy that can effectively cater to distinct sets of digital priorities and ambitions of organizations in different stages of their cloud adoption. As large enterprises look to modernize their cloud environment at scale and harness the true potential of cloud-native technologies, we work in close collaboration with hyperscalers and trusted security vendors to create a modern multi-cloud, hybrid environment with zero-trust architecture that is scalable and secure.

For SMBs, we focus on providing a simplified cloud transformation journey that is affordable and requires minimal upfront investments. We have also introduced the SMB TechTalks series with the core intention of empowering every SMB with the right set of digital capabilities and expertise required to accelerate their transformation.

Sustainability is a key priority for global technology leaders. How is Ingram Micro India contributing to ESG goals through initiatives like renewable energy adoption, e-waste recycling, and diversity programs?

Well, sustainability is deeply embedded in our strategies globally. Being a responsible organization, we aspire to achieve our ESG goals through multiple, measurable initiatives. Inspired by the UN's Decade of Action, we have already announced our 10 to Zero initiative a couple of years back. We are focusing on achieving 3 core objectives - zero GHG emissions, zero waste, and zero injuries - in our operations by 2030.

Our IT Asset Disposition (ITAD) and Lifecycle Management Services play a pivotal role in helping organizations reuse, recycle, repurpose, repair, and dispose of end-of-life IT equipment in a safe and environmentally responsible way. We also adhere to strict and ethical procurement and supply chain standards that can help us create long-term value for our communities. ■