

Press release

Bouygues Telecom Entreprises and Ingram Micro Mobility sign distribution agreement

Bouygues Telecom Entreprises and Ingram Micro Mobility have signed a distribution deal enabling French IT resellers to provide their customers with a comprehensive range of high-performance solutions that are easy to implement. Ingram Micro Mobility is to become the first multi-specialist distributor to provide Bouygues Telecom Entreprises offers. With this agreement, Bouygues Telecom Entreprises widens its network to all IT resellers and their customers, who will also benefit from the operator's nationwide 4G network, which is the biggest in France.

Paris, 7 October 2013 –The increasing number of smartphones and connected tablets, now used as fully-fledged personal productivity tools within companies, **represents a major challenge for IT resellers**. Whereas before they were mainly resellers and integrators of IT equipment, they must now provide customers **a full range of products and services integrating voice and data communications** as well as the complex management of multi-brand handset bases and the related important security issues.

Ingram Micro Mobility and Bouygues Telecom have designed a joint offering aimed at meeting resellers' requirements directly:

- **a single point of entry** for all the IT needs of their customers,
- fully **simplified administrative procedures** enabling them to offer tailor-made offers with ease,
- **a large range of handsets** at very competitive prices,
- a mobile internet service backed by the coverage of **Bouygues Telecom's nationwide 4G network (63% of the population covered, equating to 70% of businesses in France)**
- **attractive payment** conditions

This unique offering has been made possible by the combination of the strengths of two partners:

In the last two years, **Ingram Micro Mobility** has carved out a position as a leading player in the smartphones, accessories and tablets market in France.

Since its creation, the company has striven to surround itself with experts in technologies and telecoms offers in order to provide support and help to distributors to cope with the sweeping change affecting the mobile communications market, which now encompasses the supply, management, and securing of increasingly powerful and versatile mobile devices.

As the creator of the first fixed-mobile convergence offer, **Bouygues Telecom Entreprises** has been working from day 1 to simplify businesses' telecoms systems by providing innovative and flexible solutions based on a high-performance mobile network.

Following the launch of 4G and thanks to the coverage of Bouygues Telecom's nationwide 4G network, Ingram Micro Mobility and Bouygues Telecom are set to open a new era for their IT reseller partners since they will get the full benefit of the convergence of the telecoms and IT worlds. Via this partnership, Ingram Micro Mobility will be the only multi-speciality distributor to offer Bouygues Telecom Entreprises offers.

"Thanks to our partnership, Bouygues Telecom Entreprises is significantly boosting the breadth of its distribution network by allowing all IT resellers to get the most out of the strong growth in the tablets and smartphones market. IT resellers will thus be able to offer their customers innovative solutions thanks to the unique coverage offered by our nationwide 4G network," said Jean-René Cazeneuve, CEO of Bouygues Telecom Entreprises.

"We'd like to express our warm thanks to the teams of our new partner who helped us design simple and attractive offers for IT resellers. Together we have developed streamlined and fast-track procedures to open new lines that mark a clean break with past experience" added Pierre-Yvon Mechali, Executive Director and General Manager, Ingram Mobility France and Italy.

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About Bouygues Telecom Entreprises - www.bouyguetelecom-entreprises.fr

Bouygues Telecom created a special unit to serve both large and small businesses in 1997. Bouygues Telecom Entreprises introduced the first fixed/mobile convergence solution for businesses, as well as the first 24/7 unlimited call plan. It proposes a comprehensive portfolio of fixed, mobile, Internet, network and cloud solutions for businesses, as well as turnkey machine-to-machine solutions in a variety of sectors such as energy, transport or security.

Bouygues Telecom has earned the confidence of 1.5 million small businesses and large enterprises in France, including EDF, La Poste, BNP Paribas, Lafarge and other leaders.

Thanks to a nationwide fibre optic fixed IP network and a mobile network that covers 99% of the population with 2G, 96% with 3G+ (with speeds of up to 7.2 Mbits/s) and 60% with H+ (up to 42 Mbits/s), businesses enjoy the performance benefits of excellent coverage and very high speeds. Bouygues Telecom also operates a nationwide 4G network, covering 63% of the French population at 1 October 2013.

Bouygues Telecom Entreprises' 900 employees in Paris and across the country are always available to support customers in selecting, installing and managing their telecoms and IT solutions. This coverage is extended through partnerships with more than 70 distribution partners certified by Bouygues Telecom throughout France.

About Ingram Micro Mobility:

Ingram Micro Mobility is a leading player in the smartphones, accessories and tablets market. Based on a unique and meticulously-selected range, its mission is to provide support to resellers, helping them to seize all the new opportunities created by mobility solutions.