The U.S. public sector IT market is massive. Federal, state and local governments spend more than $200 billion annually on information technology. While this represents a growth opportunity for manufacturers, the government market can be a complex and risky place to do business. immixGroup is uniquely equipped to help you thrive in this ever-changing marketplace – with a diverse mix of sales and marketing resources, relationships, contract vehicles, business processes and domain knowledge.

To compete and succeed in this marketplace, it is essential that you and your channel partners recognize and adapt to the fundamental changes occurring across the public sector. Government customers are thinking beyond discrete products and looking for complete and integrated solutions that address their initiatives. They are also demanding freedom from the constraints of traditional purchasing methods and seek alternatives, such as consumption-based models for greater financial and operational flexibility.

Since 1997, immixGroup has been helping our manufacturing partners successfully enter and expand their public sector channel presence. We can help your company develop a winning channel strategy, establish relationships with the right channel partners and sustain your business for the long term with a myriad of resources no other distributors offer.

IMMIXGROUP IS COMMITTED TO YOUR SUCCESS
We enable you to increase your public sector revenues, support your channel partners and empower you to deal more effectively with the changing realities across government.
IMMIXGROUP PROVIDES THE FOCUS AND RESOURCES TO MEET YOUR CHALLENGES

Exclusive Public Sector Channel Focus
Our dedicated government channels team focuses only on federal, state and local government. We are based in the Washington, D.C., metro area – close to the VARs, solution providers and system integrators that drive sales of IT hardware, software and cloud offerings into government. We constantly engage with and support more than 1,200 vetted partners who integrate technology products into their specific IT solutions that meet government customers’ requirements. We understand how government works and have internal resources and processes to streamline business and ensure compliance.

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

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, as well as those of your channel partners.

Accelerated FedRAMP Authorization
FedRAMP authorization has become a requirement for independent software vendors (ISVs) that want to sell their cloud applications to government agencies. immixGroup created OnRAMP, an exclusive turn-key program that simplifies and streamlines the process and achieves authorization in a cost-effective manner.

Access to Government Contracts
immixGroup offers access to dozens of federal, state and local contract vehicles, as well as guidance and knowledge of procurement practices and regulatory compliance. This ensures that your offerings can be easily acquired by government end-customers.

immixGroup helps you adapt to fundamental shifts in the public sector market.

<table>
<thead>
<tr>
<th>Technology Foundation</th>
<th>From Static</th>
<th>To Dynamic</th>
<th>Assures your technology is addressing public sector IT initiatives and incorporating end-to-end logistical support</th>
</tr>
</thead>
<tbody>
<tr>
<td>(HARDWARE-CENTRIC)</td>
<td></td>
<td>(SOFTWARE-DEFINED)</td>
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<thead>
<tr>
<th>Mission Approach</th>
<th>From Tactical</th>
<th>To Strategic</th>
<th>Helps preserve your traditional revenue streams, while keeping you current on evolving requirements and regulations</th>
</tr>
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<tbody>
<tr>
<td>(PRODUCT-LED)</td>
<td></td>
<td>(SOLUTIONS-LED)</td>
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<tr>
<th>System Infrastructure</th>
<th>From Local</th>
<th>To Virtual</th>
<th>Enables you to capitalize on the demand for cloud-based solutions, including fast-tracked FedRAMP authorization</th>
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<tbody>
<tr>
<td>(ON-PREMISES)</td>
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<td>(CLOUD-BASED)</td>
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<tr>
<th>IT Financing</th>
<th>From Fixed</th>
<th>To Fluid</th>
<th>Provides flexibility and bridges the financing gap as new government requirements and acquisition methods become more prevalent</th>
</tr>
</thead>
<tbody>
<tr>
<td>(CAP-EX MODEL)</td>
<td></td>
<td>(OP-EX MODEL)</td>
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</table>
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 strong, strategic relationships between immixGroup, your company and your designated channel partners.

**MISSION-DRIVEN RESULTS**
We introduce executive-level commitments, insights 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 channel 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 for sales preparedness
- 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 innovative funding options.
- Capacity on-demand and lifecycle financing
- Flexible payment terms, including flooring, escrow and deferred payments
- Complex deal structuring, including 0% financing and tax-exempt leasing for SLED customers
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To learn more about immixGroup’s capabilities, visit www.immixgroup.com or call 703 752 0610.

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 and channel expertise
- Engagement of target audiences with tailored messages
- Effective tactical execution, reporting and ROI analysis

SMART LEAD GENERATION
immixGroup’s qualitative 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 help you cultivate strategic relationships with qualified channel partners to expand your market reach and staying power.
- Market intelligence-driven strategies to align you and your channel partners to government initiatives
- Education and training for partners on selling your solutions
- On-site networking activities to establish and reinforce relationships

INTEGRATION AND LOGISTICS
immixGroup offers a complete, secure supply chain for the public sector IT marketplace to help partners bring complex solutions to market quickly and efficiently – and dramatically enhance value to end-customers.
- Build and test technical configurations from spec
- Fulfillment, including storage, shipment, UID and private labeling, and 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 through your channel partners.
- Internal and external legal counsel
- Guidance on laws and regulations to steer business strategy
- Translate 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 to help secure the future of your company – as well as your channel partners.
- Alignment of government mission requirements with your offerings
- Identification and facilitation of IoT, cloud and security solutions providers
- Expert engineering resources to help partners discover, analyze, design, demo and sell your products to government with maximum effectiveness