

Auckland based Softsource was founded as a system integrator with a strong engineering backbone. It was started by a group of IT professionals, all possessing 15-20 years experience from a variety of different backgrounds. They were inspired by the idea of providing a total solutions approach to the IT market in New Zealand and have rapidly built a successful client base of large corporates through to small to medium businesses.

Bruce Barnett, from Softsource, says the company has a very simple philosophy, "To make our customer's lives easier and their organisations more productive and efficient." Softsource provides consultancy, software solutions, hardware and storage archiving to its customers and works closely with Ingram Micro in a number of areas.

Software Licensing has become an integral part of the Softsource solution and they can see a primary business benefit being delivered by the Ingram Micro Solutions team. "Having started from scratch, after five years we were amongst Ingram Micro's top-ten accounts and Softsource had expanded its operation from five to fifty people," says Bruce Barnett.

"Although we are a Microsoft Gold partner ourselves the Licensing Team delivers undeniable value in terms of timely responses to licensing quotes and to fulfil the business needs of the customers we represent," says Bruce. "We consider Ingram Micro to be a reliable information source in relating to Microsoft, Symantec and the other software brands they represent. They constantly help us by assessing our customers' requirements and coming up with the licensing model which is the best fit with the end-users budget and business issues. We work with them over the phone, by email and for more complex licensing solutions will call on their expertise in visiting with our customers."

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**Bruce Barnett, Softsource**

"It is a very frank and open relationship and we work with confidence across the entire Licensing Team and Quote Desk. Our business relies on us being able to provide a timely response to our customers and we rely equally on Ingram Micro's Licensing Team to be able to respond rapidly in coming up with quotes and licensing solutions. They also keep us up to date with the latest trends and are constantly coming up with good promotions and incentives that we can pass on to our customers."

Bruce says that it has been important that the Ingram Micro Licensing Team has naturally aligned with the very strongly ethical way Softsource likes to do business and that they have effortlessly integrated with Softsource's Microsoft representatives creating an excellent business synergy.

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