

## Customer Spotlight

## Variman Global Enterprises Ltd.

Deal Value - 7 Orders of

₹3.5 Crores

## About Customer

Variman Global Enterprises Ltd. is a leading IT solutions provider with diversifying interests in IT distribution, IT infra solutions & software development. It holds a viable track record of 28 years in creating opportunities for enterprise advancement for its channel partners through aggressive market development and continuous improvement. Variman is into business relationship with Ingram Micro since 2007 and now aspires to grow in services segment.

## Solution

Ingram Micro Financial Solutions customized the payment solutions for Techwave and provided an easy alternate access to financing solutions. The one-stop solution provided by Ingram Micro Financial Solutions ensured competitive edge to Techwave.

## Challenge

Variman's customer, Techwave, was looking to buy and acquire more products and solutions, to meet rising business needs, under the lease model. However, the capital scarcity was playing a major role in halting their decision as they had already overutilized the Ingram Micro standard credit limits.

## Win-Win for all stakeholders

- Incremental revenue for Ingram Micro and Variman
- Improved Stickiness Index for Ingram Micro
- Improved Operating Income (OI)
- Reduced Days Sales Outstanding (DSOs)
- Reduced Accounts Receivables (AR) issues