



## Blue Silver Shift Pivots to Ingram Micro Cloud and Accelerates Growth

Blue Silver Shift is a cloud-first Microsoft Gold Partner based in Vancouver, British Columbia, specializing in Azure, Office 365 and complementary cloud products. The company skillfully helps its customers navigate their journeys to the cloud, ensuring they achieve the best return on investment, while improving reliability, security, agility and aligning the technology with business needs. Blue Silver Shift's client-centric approach helped earn the company Ingram Micro Cloud's Canadian Cloud Partner for Growth Acceleration award. The company's partnership with Ingram Micro Cloud enables Blue Cloud Shift to focus more of its resources on the client experience.



**BlueSilverShift**



### Industry

Cloud Solution Provider – VAR



### Location

Vancouver, British Columbia



### Employees

30+



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– Craig Slack, Managing Partner

## Smart Shift to the Cloud

For its first several years, Blue Silver Shift was a software development company, but it pivoted fully into the cloud when the company recognized the revolutionary change the technology represents.

*“We started working with Ingram Micro Cloud in 2017,” recalls Craig Slack, managing partner at Blue Silver Shift. “At that time, we didn’t meet the requirements of the Microsoft Cloud Solution Provider (CSP) program, so we needed to purchase through a supplier. Our relationship with Ingram Micro Cloud has proven to be so convenient and beneficial that even though we now meet the CSP program requirements, we continue to purchase Microsoft solutions through Ingram Micro Cloud to offer a range of complementary solutions to our clients.”*

## Value-Added Partnership

*“One of the benefits of our relationship with Ingram Micro Cloud is the educational and technical resources they offer their partners,” says Shawn Myron, vice president for business development and marketing. “We’ve leveraged a number of their go-to-market programs and participated in lunch-and-learn sessions that Ingram Micro Cloud co-sponsored with us.”*

Another added value: Blue Silver Shift leverages its branded portal in the Ingram Micro Cloud Marketplace to provide its customers with a consistent brand experience while shopping or provisioning new cloud services.

*“They go far beyond the typical transactional supplier relationship,” adds Slack. “Our Ingram Micro Cloud rep is involved, responsive and provides real support and advice. And for our larger, more complex client migration projects, they offer proof-of-concept services and even some funding opportunities.”*

## Expanding Our Ecosystem

Myron says that the company plans to expand its offerings to include security and data protection services available through Ingram Micro Cloud.

*“We want to continue to grow our offerings and expertise with cloud solutions. Our clients are moving more and more of their businesses to the cloud, and our relationship with Ingram Micro Cloud enables us to continue to help them on that journey.”*

## Networking Opportunities

This year’s annual Ingram Micro Cloud Summit event provided Slack with opportunities to explore new partnerships with other cloud resellers.

*“We met some great individuals whose companies are doing really good work,” he says. “In fact, we have plans to co-sponsor an event with a partner from Toronto. They specialize in Citrix, but don’t yet have a presence in Western Canada, so there are opportunities to work together.”*

Blue Silver Shift is combining its own deep cloud expertise with the world-class, cloud-based IaaS and productivity applications, technical resources and sales support available through Ingram Micro Cloud. By becoming a single source of technology solutions, the company is helping its clients maximize the value and opportunities available in the infinite cloud ecosystem.