



## immixGroup Announces New Market Development Program

*Company to Expand Capabilities in Six Technology Categories Critical to Government Agencies*

**McLean, Virginia, Monday, November 3, 2014**, - immixGroup, Inc. today announced the launch of a new Market Development program for technology companies and government agencies. Through this program, immixGroup is expanding its capabilities to support buyers and sellers of enterprise IT products and services in six distinct but interdependent technology categories. immixGroup helps technology companies do business with the government.

immixGroup's Market Development program increases the company's focus on the following technology categories that are currently in demand among government agencies and projected to experience significant growth over the next few years:

- [Cybersecurity](#)
- [Big Data and Analytics](#)
- [Cloud Computing](#)
- [Enterprise Mobility](#)
- [IT Infrastructure](#)
- [Business and Operations](#)

The goal of the program is to provide government agencies, systems integrators, solution providers, and value-added resellers (VARs) with rapid, reliable access to an unmatched array of enterprise technology products in the targeted categories. It also will accelerate the growth of vendors and channel partners that offer products and services in these categories through strategic investments in personnel, training, market intelligence, marketing, contract access, channel development, and new client acquisition.

The new initiative is modeled on immixGroup's successful [Cybersecurity Technologies](#) program, through which immixGroup offers an industry-leading catalog of commercial cybersecurity brands to government agencies and channel partners. That program expanded immixGroup's line card from approximately one dozen manufacturers in 2008 to more than 80 cybersecurity vendors in 2014, with annual product sales increasing from \$75 million to more than \$450 million over that period.

The Market Development program is led by [Chris Wilkinson](#), who was recently promoted to Senior Director, Market Development of immixGroup. He will drive immixGroup's efforts to attract new companies to the program while enhancing technical fluency and subject matter expertise across the organization. Wilkinson presided over the growth of the Cybersecurity Technologies program since its inception in 2008.

"I'm looking forward to replicating the approach I followed with our Cybersecurity Technologies program and extending it to these adjacent categories," said Wilkinson. "This initiative will provide our clients and partners with an expanded set of capabilities to grow their sales within the technology categories that are critical to the government's ability to achieve mission success."

Vendors and channel partners within each category will experience the following benefits under the program:

- **More complementary and disruptive technologies** for expanded partnerships and joint selling opportunities;
- **Enhanced market intelligence capabilities**, including market sizing analyses, technology and agency briefings, and identification of qualified sales opportunities based on program funding and

government technology requirements;

- Targeted **marketing events, thought leadership activities, and lead generation campaigns**;
- **A broader range of channel partners** with category-specific expertise and technical capabilities;
- **Improved technical fluency** of immixGroup account teams, lead development representatives, and support resources; and
- Access to **relevant government contracts and cloud delivery models** to accelerate sales cycles.

The program also offers a number of benefits for government agencies at the federal, state, and local levels, including:

- **One-stop access to an extensive catalog of commercial products** in each category, ranging from established technologies from market-leading vendors to new disruptive solutions from emerging manufacturers;
- A broader selection of **trusted business partners** (systems integrators, solution providers, and value-added resellers) with deep technical expertise and set-aside status;
- **Strategic contract vehicles** for streamlined procurements; and
- **Enhanced customer support** to identify potential solutions and align relevant vendors and channel partners in support of government requirements.

“As the leading distributor of enterprise technology products for the public sector, we’re investing in the categories that are strategic to our government customers and channel partners,” said Art Richer, CEO and president of immixGroup. “These categories represent significant sales growth opportunities for software and hardware manufacturers, solution providers, systems integrators, and VARs. As a result they will drive immixGroup’s growth in the coming years.”

## **ABOUT IMMIXGROUP, INC.**

immixGroup helps technology companies do business with the government. immixGroup’s unique platform of services enables software and hardware manufacturers and their channel partners to grow their public sector business and accelerate the sales cycle. Since 1997, immixGroup has delivered the specialized resources and expertise these companies need to increase their revenue, support their demand creators, and operate efficiently. And government agencies trust immixGroup to provide leading IT products through their preferred contracts and business partners. For more information, contact immixGroup, Inc. at 703-752-0610, via email at [info@immixgroup.com](mailto:info@immixgroup.com), or on the Web at [www.immixgroup.com](http://www.immixgroup.com).

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