Q. What did Odin and Ingram Micro announce?

Ingram Micro announced that it has entered into an agreement to acquire certain assets from Parallels Holdings Ltd. ("Parallels"), a leading provider of commercial cloud management platform technologies, connectors, billing systems, and professional services. Under the terms of the transaction, Ingram Micro will acquire the Odin Service Automation platform along with associated cloud management technologies, intellectual property, the Odin brand, and will retain approximately 500 employees to continue the development and maintenance of the Odin Service Automation offerings. The transaction is expected to close in December 2015, and is subject to certain closing conditions.

Q. What are the benefits of the acquisition for Ingram Micro?

More than a year ago, Ingram Micro adopted Odin's cloud automation platform as the core service delivery platform for its new global Cloud Marketplace to enable Ingram Micro to deploy a comprehensive range of private, public, and hybrid cloud services along with a broad range of additional professional services and support capabilities. The Odin Service Automation technology is the backbone of Ingram Micro's automated Cloud Marketplace and we believe it will continue to play a significant role in making the transition to and adoption of cloud applications much easier for vendors, resellers, and end users, particularly in the SMB space. Ingram Micro made an equity investment in Odin after adopting the Odin Service Automation platform for its own use, a demonstration of the company's confidence in the Odin Service Automation technology and its product development roadmap.

Now, Ingram Micro has entered into an agreement to acquire the Odin Service Automation platform and related technologies, which is the cornerstone of cloud automation and provisioning in the cloud ecosystem for telecommunications companies, hosters, and other channels.

In addition to Ingram Micro gaining well-established relationships with leading companies presently utilizing the Odin Service Automation platform, the acquisition of Odin Service Automation will further provide Ingram Micro access to the technology, the ability to set the road map for future technological development and a platform to better extend its presence and reach in the cloud ecosystem

This is the third strategic investment Ingram Micro has made to establish itself as a leader in the cloud ecosystem. Previous acquisitions include SoftCom, with which the company acquired 15 years of cloud ecommerce platform expertise and customer support experience, and SofCloudIT, where the company gained 15 years of expertise in APS development, the core technology for vendor service integration with the Odin Service Automation platform Combined with professional services capabilities and engineering expertise, Ingram Micro is now positioned to deliver a holistic offering to the cloud services ecosystem.

The acquisition also provides the following key benefits:

- Ingram Micro now has access to new customers in channels such as telcos, hosters, and MSPs.
- Intellectual property that will further strengthen Ingram Micro's position as a leader in the cloud ecosystem. The technology is focused on architecture and management of cloud-based solutions.
- Accelerates time to market for new cloud solutions for existing Ingram Micro channel partners.

Q. What are the benefits of the acquisition for Odin customers?

Ingram Micro brings a global presence, world-class infrastructure, and demonstrated financial strength. Ingram Micro's stability, innovation, and breadth of cloud services brings additional experience and expertise to Odin customers. Ingram Micro offers the Odin telecommunications and hosting customer base access to an expanded portfolio of cloud solutions via commercial relationships with more than 1700 technology vendors and cloud service providers, as well as access to partner programs and resources to help accelerate their success in the cloud. This means that Odin customers will gain the ability to resell cloud services by leveraging Ingram Micro's established technology relationships.

Ingram Micro plans to continue to invest in the Odin team to better serve Odin telecommunications and hosting customers. Key benefits include:

- Faster time-to-market with new features and capabilities in the Odin Service Automation product and technology set as a result of expanded research and development efforts.
- More software vendor services becoming APS-enabled with accelerated onboarding times and increased quality as a result of leveraging the Ingram Micro vendor relationship ecosystem and SofCloudIT APS2 enablement expertise.

Ingram Micro is committed to being a leader in the cloud services ecosystem, as well as a key player in enabling vendors, resellers, and end customers benefit from the adoption of cloud technologies.

Q. What core technology will Ingram Micro take onboard or incorporate as part of its own systems?

Through this transaction, Ingram Micro takes ownership of the Odin Service Automation platform, which provides a single, centralized management console for managing the offer and delivery of cloud services, and supports multiple tiers of service resellers with customizable white-labeled customer-facing websites, to initiate support service ordering and provisioning. Ingram Micro will also absorb the Odin Service Automation intellectual property for the architecture and management of cloud service provisioning. The intellectual property acquired will further strengthen Ingram Micro's position in the cloud ecosystem and ability to serve the channel.

Q. Will Ingram Micro retain the Odin brand?

Ingram Micro gains access to the Odin Service Automation brand and will continue to market the platform under that name.

Q. How will I get technical support for Odin Service Automation or Odin Business Automation Standard at the point of the transition and into the future?

The form to submit a ticket for technical support will continue to be active at https://www.odin.com/support/request/.

Q. How will I get support for other products like Plesk and Virtuozzo? If the Odin Service Automation technical support team needs help with the underlying Virtuozzo infrastructure for my platform how will they get that help from another team?

The Plesk and Virtuozzo businesses will create new websites and associated support web forms in the near future. The form at https://www.odin.com/support/request/ will point you to where you can submit tickets for those products at that time. For Odin Service Automation technical support that requires knowledge of the Virtuozzo infrastructure, Ingram Micro will retain support engineers on the Odin team with the right expertise and we are setting up a collaboration process with the Virtuozzo business to facilitate a seamless customer experience into the future.