

## Trams | Econocom Forges Strategic Partnership with Ingentive to Empower Clients in Microsoft Ecosystem

**London, 30<sup>th</sup> April - Trams | Econocom, an award-winning and entrusted IT Reseller, is thrilled to announce its strategic partnership with Ingentive, a distinguished Microsoft Partner focused on digital transformation and technical enablement. This alliance marks a significant milestone for Trams | Econocom as it expands its offerings beyond the Apple ecosystem, leveraging Ingentive's expertise to provide unparalleled guidance in Microsoft applications, including the Power Platform suite, Microsoft CoPilot, Pro Code solutions.**

After decades of dedication to enhancing workflows and productivity within the Apple ecosystem, Trams | Econocom is poised to bring its innovative solutions and commitment to Microsoft users, backed by the robust capabilities of Ingentive.

The partnership signifies another step forward in the company's strategic plans, following Econocom's purchase in July 2021. Commenting on the partnership, Warren Peel, Managing Director of Trams | Econocom, expressed enthusiasm about the collaborative opportunities ahead, stating, *"Our partnership with Ingentive signifies a strategic alignment with our parent company, Econocom, as we work towards achieving our ambitious 5-year strategic plan."*

Warren Peel continued. *"Everyone knows we're experts in everything Apple, and now we're replicating this model to Microsoft technologies by organically growing our in-house expertise and partnering with experts such as Ingentive."*

Through this partnership, existing and new clients will access expert guidance and support across all Microsoft applications. One of the flagship offerings from Ingentive is "CoPilot45", a one-stop solution for AI readiness.

CoPilot45 is a unique AI change and delivery program that will get your organisation AI-ready in under 45 days. It combines collaborative workshops, interactive sessions, and deployment help, wrapped up with full data governance and complemented by adoption and change programs.

The CoPilot45 process includes a fully funded workshop supported by Microsoft, which can also provide a platform to identify other quick wins within the business: optimising their workflows and boosting productivity.

Jo Feldman, CCO at Ingentive concludes, *"We recognise the value proposition of bringing together our Microsoft capabilities with that of Trams Apple expertise to offer clients solutions that leverage existing investments. Copilot has piqued interest in most organisations, and we want to help ensure these are set up for success in their AI journey."*

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#### **ABOUT TRAMS | ECONOCOM**

Established since 1990, Trams is a multi-award-winning IT Reseller head-quartered in the UK. With top-tier partnerships across the world's leading IT technology providers, Trams can deliver impartial advice on the benefits and savings from all the best-in-class options in the market.

Learn more at <https://www.trams.co.uk>

#### **ABOUT INGENTIVE**

We are an award-winning, elite Microsoft Partner leveraging the latest advancements in the Microsoft product stack to deliver measurable results and drive real-world value.

Learn more at <https://www.ingentive.com/>