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## Test Drive Offer Enhanced

*A No-Risk Way of Demonstrating the Value of New Alpha Micro Servers to Your Clients*

Dear Alpha Micro Dealer:

In August of 2002, Alpha Micro established a “*Test Drive*” program that allowed dealers to obtain evaluation equipment to assist you in your active sales efforts. This program has been very successful for those dealers that have utilized the program, and this success has led us to reintroduce an enhanced version of this program in the hopes that additional dealers will utilize it. We are now pleased to add an optional risk-free installation labor element to the program.

### Overcoming Client Hesitation

Do you have customer or potential client that’s sitting on the fence? Some “fence-sitting” clients are reluctant or procrastinate in making a commitment to purchase product without trying it first. You can talk all you want about how fast the new Alpha Micro systems run, but for some people, seeing is believing.

Our “Test Drive Offer” vividly makes the point by allowing your clients to experience, first hand, the new hardware’s many advantages in their own environment. Chances are good they won’t let you take a loaner system back!

### How The Program Works

“Test Drives” of all Alpha Micro server systems, and of SuperFalcons, are available for all Full and Associate Alpha Micro VARs. Dealers with net terms may obtain evaluation equipment with no security deposit. Dealers without net terms may obtain Test Drives by making a refundable deposit for the equipment. Dealers are responsible for freight charges (two day service) and insurance, both to and from Alpha Micro.

When you have a candidate for a “Test Drive”, call the Alpha Micro Order Administration department at (800) 289-2574, ext. 6255. We’ll discuss your product needs and plan a timeframe for the “test drive” system. Inventory is limited and will not always be available, so call us early in your selling cycle to minimize any equipment availability delays.

## **New Risk-Free Installation Service**

Time is money, and we understand that not all VARs are able to take the time to perform on-site installation for Test Drives. To make it easier for you, Alpha Micro's sister company, Birmingham Data Systems (BDS), is pleased to announce a companion Test Drive Installation Service. This is an optional component of the Alpha Micro Test Drive program; you may still obtain Test Drive systems that you install yourself.

BDS will perform an on-site upgrade for your client anywhere in the United States, during normal BDS business hours, *at no up-front cost*. Should your client decide to return the system, BDS will remove it and reinstall the original system at no charge; both the installation and de-installation visits will not cost you anything. Even the travel expenses will be free. If the client does keep the system, then you will be responsible for paying for the installation service and travel.

The installation job itself is warranted for 30 days. Should some aspect of the installation fail, such as a cable malfunction, BDS will replace the defective part, and go on-site if necessary, at no charge, during normal business hours. If the Test Drive system hardware fails during the two week evaluation period, BDS shall repair or replace it, at its option, at no charge. Should the system hardware fail outside the two week evaluation period, i.e. after the client accepts the system, the hardware will be covered by either the usual return-to-factory warranty, or by a field service contract, if one is elected. Special needs such as installations and warranty service required outside of normal business hours can be accommodated at additional charge.

To take advantage of this service, please contact the Hardware Field Service Department of BDS at (800) 461-8410 to obtain a written quote for installation. Upon your client's acceptance of the Test Drive, fax back a signed confirmation of the quote to BDS, and the installation will then be scheduled.

## **Making It Work**

Our experience has shown that your chances of closing the sale increase if you strictly adhere to a two-week on-site loan. Letting the client keep the system longer signals that you are not in a hurry to get it back, and before you know it, two weeks turns into six. Clients need to perceive the value of having new equipment free for a defined period.

Few, if any, server vendors have the confidence in their products to offer such Test Drives. Fewer still, if any, offer risk-free installation. Making such offers demonstrates your and Alpha Micro's confidence in our new generation products. Together, we can communicate the many advantages of having the latest Alpha Micro technology.

If you have a specific need that we haven't addressed, don't hesitate to give us a call. The Test Drive program evolved from your requests, and has been one of the most fruitful ideas to come from the VAR community.