








# MicroAge...A Strong Partner

-  **Stability**
-  **Experience**
-  **World-class capabilities**
-  **Strong partnerships**
-  **Commitment to Quality**

# Brief History

**1976**

**1979**

**1984**

**1986**

**1987**

**Jeff McKeever and Alan Hald form the Phoenix Group, Inc. (PGI)**

**PGI begins franchising under the name MicroAge Computer Stores, Inc.**

**MicroAge's 100th franchise agreement signed**

**MicroAge becomes IBM authorized**

**Over 1,000 attend Solutions '86 in Phoenix**

**Initial Public Offering**

# Brief History (cont.)

1989

1992

1994

1995

Apple Affiliate  
program initiated

Revenues exceed \$1  
billion

MicroAge initiates  
SPOC program

Open sourcing by  
major vendors

Revenues exceed 2.5  
billion

IS 9002 Certificate

CFBUs formed for better  
customer service

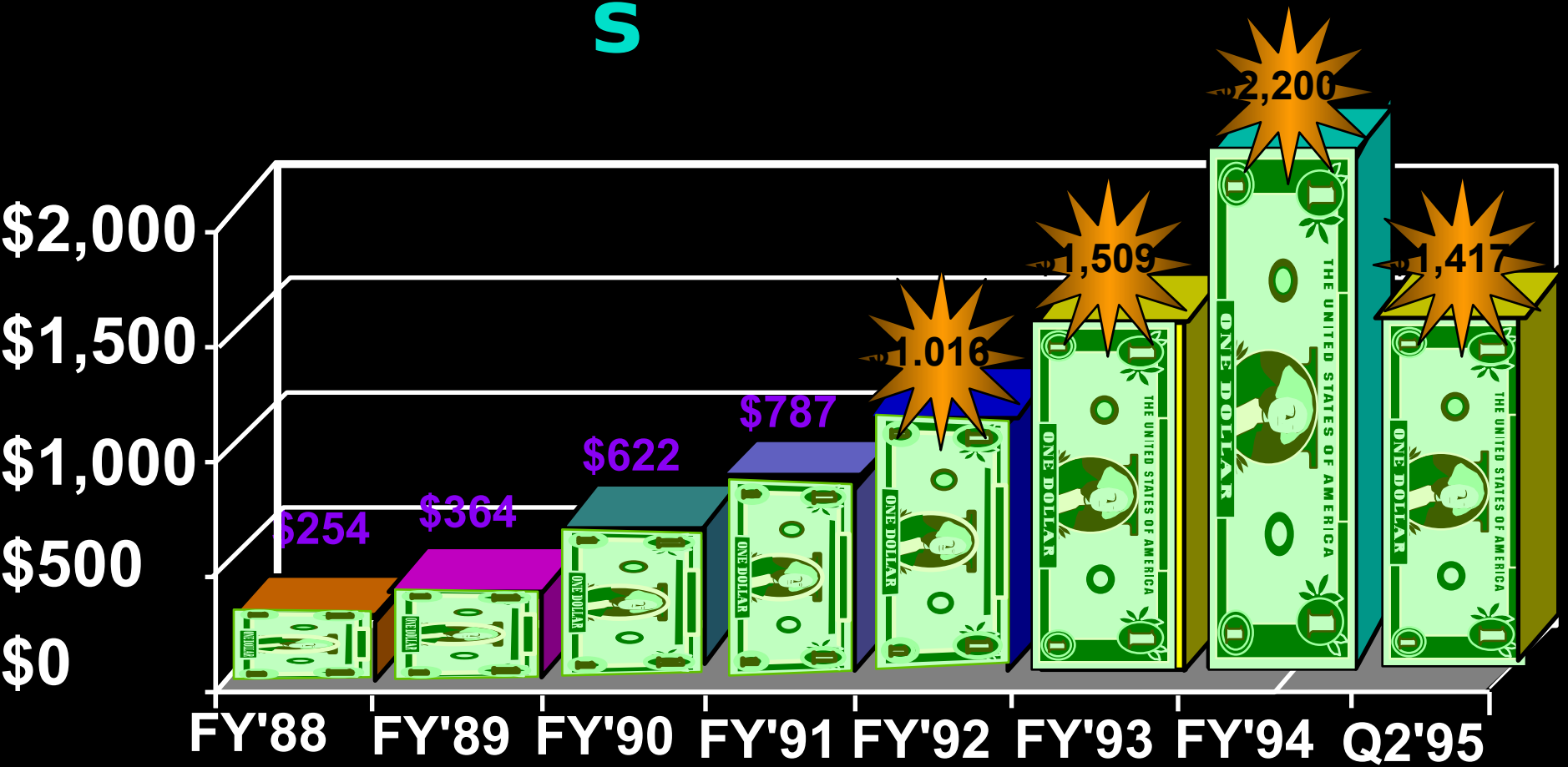
Revenues projected to  
exceed 3 billion

Configuration Center  
expands to 135,000  
square feet, over 14,000  
systems configured per  
month

Major expansion of field  
support personnel

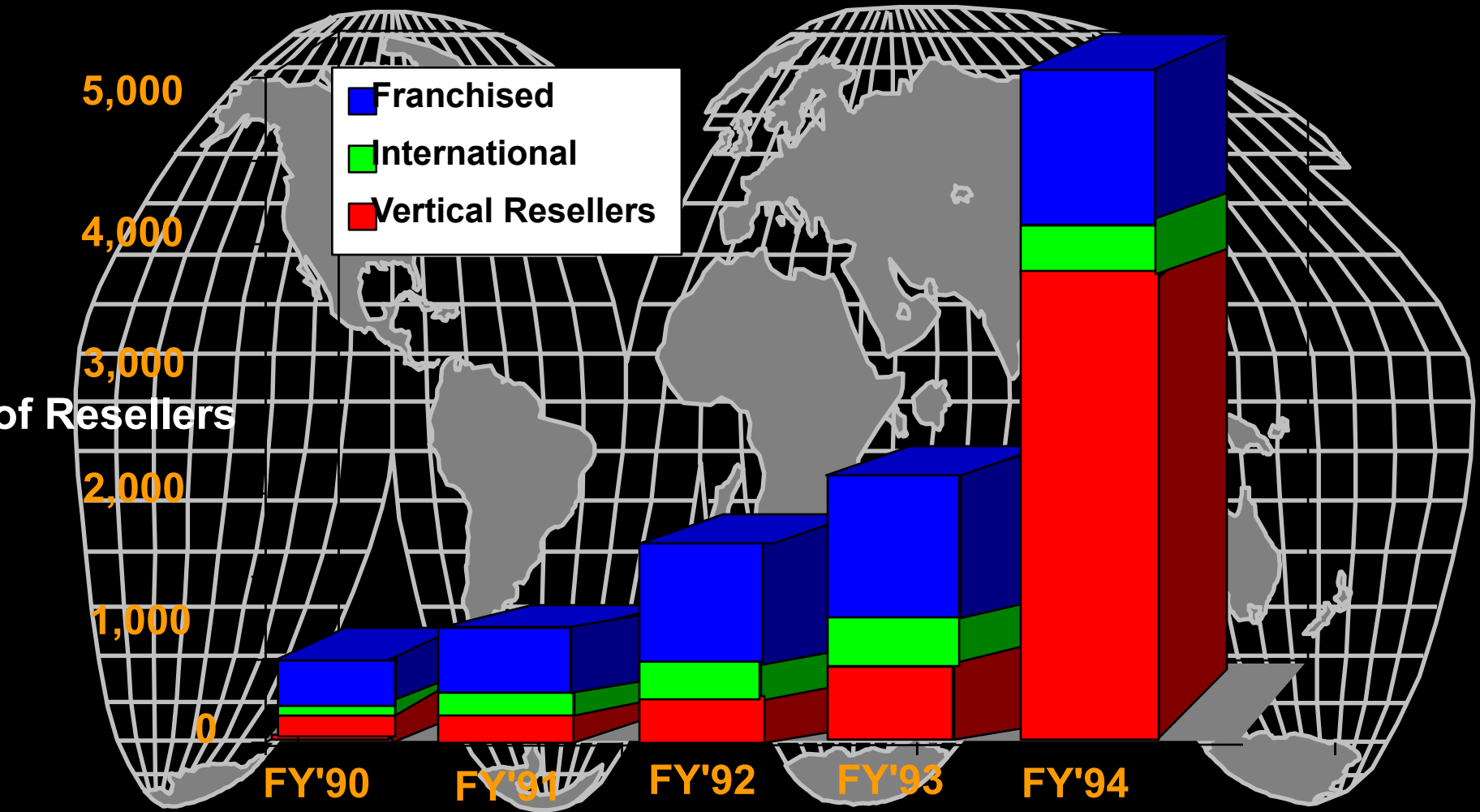
Fortune 500 Company

# Revenue S



\*in millions

# The MicroAge Network





**MicroAge Channel Services- MCS**

Product Purchasing | Vendor Relations | Marketing



**MicroAge Computer Centers, Inc. - MCC**

Large Reseller Accounts

**MicroAge Solutions - MAS**

MicroAge Owned Locations

**MicroAge Technologies - MAT**

Specialty and Smaller Reseller Accounts

**MicroAge Infosystems Services - MIS**

Large End-User Accounts| International Solutions



**MicroAge Product Services -  
MPS**

Distribution | Outlet Store | Configuration |  
Sourcing

# MicroAge Customer Support

CUSTOMERS



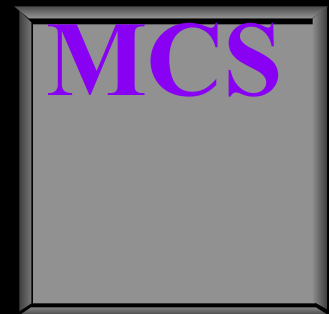
Customer-Focused Business Units



# MicroAge Channel Services

*MCS ensures that MicroAge obtains quality products at competitive prices. Strong relationships with vendors means powerful promotions for customers.*

-  **Product Purchasing for CFBU's**
-  **Access to channels/customer segments**
-  **Vendor relations**
-  **Market services/strategy development**



# MicroAge Product Services

*MPS provides low-cost, high-quality distribution services to vendors and resellers of information technology products.*

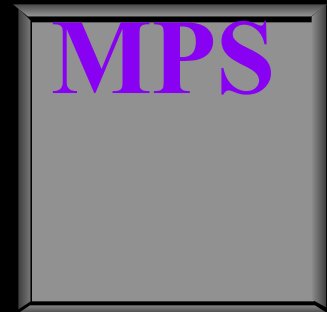
 **Distribution**

 **Configuration**

 **Technical Support**

 **Information Systems**

 **Integration**



# MicroAge Computer Centers

*MCC provides large account resellers, both franchised and affiliated, with a wide array of products and services.*

 **Strong secondary & tertiary market penetration**

 **Vertical application focused**

 **Numerous reseller support programs**



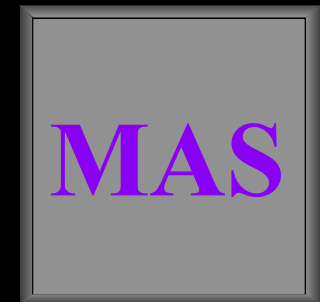
# MicroAge Solutions

*MAS operates ten company-owned locations in key metropolitan markets*

 **Headquarters operated locations**

 **Corporate program testers**

 **Complement to local affiliates**



# MicroAge Technologies

*MAT is committed to servicing Value Added Resellers and System Integrators.*

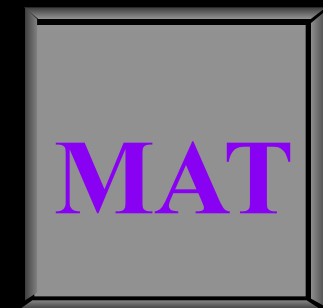
 Knowledgeable proactive sales representatives

 Presales configuration assistance

 Flexible credit policies





 Highly experienced with

**VAR channel**



# MicroAge Infosystems Services

*MIS develops channels to serve end users in partnership with the reseller network.*

-  Large account end-user focused
-  State and local government contracts
-  Systems integration
-  International Solutions



MIS

# The Differences are Real

## Customer Satisfaction

*Superior execution of our capabilities drives customer satisfaction.*

 Highest rating in 1993 CRN “Preferred Distributor Study”

 ISO 9002 Rated Configuration Center

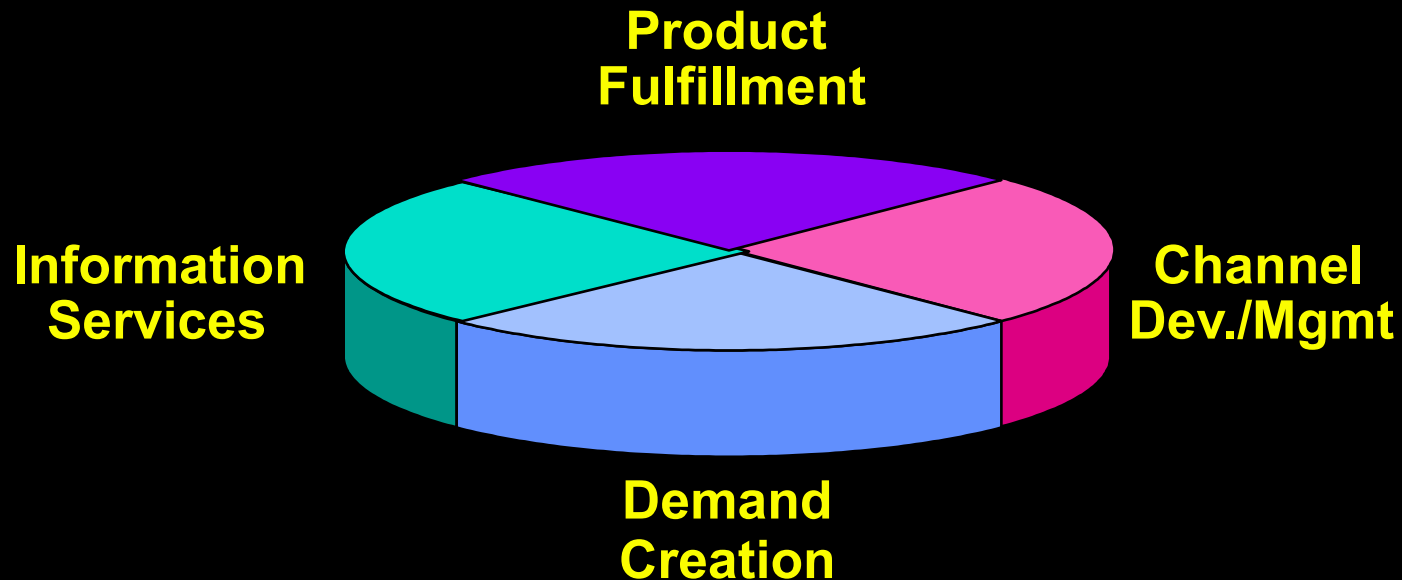
 “Lighthouse Award”

 Reseller loyalty

# The Differences are Real (cont.)

## Core Capabilities

*Energy and resources are spent only on activities that build on the company's core capabilities.*





# The Differences are Real (cont.)

## Financial Strength

*MicroAge has grown solely on the basis of its own internal resources rather than relying on buy-outs or acquisitions to fuel its growth.*

 **Money magazine award (vaults Phoenix to top of major metro portfolios)**

 **Low cost structure**

 **Excellent access to capital**



# Why Partner with MicroAge?

 **Enhance your organization's profile and service offerings**

 **Improve your performance and market share**

 **Impact your bottom line**

# **Commitment to Quality - The MicroAge Way -**

**At MicroAge, we will perform error-free work 100% of the time for everyone we serve.**

**To do this, we must fully understand customer requirements, as well as the processes needed to do the job right the first time.**

**Our success will come only when we conform to the requirements of those we serve.**

# A Team of Champions

With our champion *Single Point of Contact* philosophy we serve our accounts better because we work harder to develop and maintain strong relationships with each and every one.



# MicroAge...

