

Why IBM is a better buy than a clone

The IBM® Personal Computer Company's range of products offer unsurpassed *quality, function, performance, reliability, service and support.*



- Compare:
- 1) Standard hardware features
 - 2) Warranty, service, support
 - 3) Cost over its useful life

WARRANTY

- ↔ 3 year warranty (most models); ↔ Transferable warranty
- ↔ On site warranty all 3 years (most models)
- ↔ Warranty/service in all cities and in all states (not just "select cities")
- ↔ 24 hour / 7 day a week warranty/service standard (PS/2®) or optional
- ↔ 4 hour response time (when using 24 hour / 7 day coverage) or next business day
- ↔ International travelers warranty (ThinkPad® products)
- ↔ EasyServ™ (ThinkPad products): IBM handles all shipping arrangements and absorbs shipping costs. IBM picks up and delivers ThinkPad to any location

SERVICE/PARTS

- ↔ High parts availability (\$1 billion parts inventory)
- ↔ Numerous OEM parts available for IBM systems
- ↔ Worldwide computerized parts network and diagnostic database
- ↔ A single 1-800 call reporting number (1-800-IBM-SERV)
- ↔ IBM or dealer warranty/service; ↔ Nationwide computerized call dispatch
- ↔ Monitors/displays are warranted/serviced by IBM (not just system unit)
- ↔ No other vendor provides on-site service for displays
- ↔ No tools needed to take cover off (most systems); minimum tools needed
- ↔ Guaranteed service parts/documentation 5 yrs from sale
- ↔ Diagnostics built in hardware/BIOS; ↔ QAPlus™ preinstalled (some models)
- ↔ Low maintenance costs; ↔ free engineering changes; ↔ easy to service
- ↔ Different service options available; ↔ smooth surfaces (to prevent injury)
- ↔ 2,000 service locations throughout United States (if carry in)
- ↔ Will service selected Apple® and Compaq® products and non-IBM features
- ↔ IBM provides the service to over a dozen OEM PC's and PC components
- ↔ Manufacturer (IBM) with 10,000 service reps offering nationwide on-site service 24 hrs/day, 365 days/year
- ↔ Ability to get service on any IBM system even years after it was manufactured

SUPPORT

- ↔ Telephone support, 24 hour / 7 day at 800-772-2227 (called HelpWare)
- ↔ Automated Fax System, 24 hours / 7 day at 800-426-3395
- ↔ Electronic Bulletin Board, 24 hours / 7 day at 919-517-0001
- ↔ **Single** vendor solution—notebook to server, many operating systems, LAN hardware and network op systems, vast connectivity, components, peripherals, features, and IBM supports entire solution!
- ↔ Broad, flexible support of IBM and IBM remarketers
- ↔ Several *software* support options on fee basis under Personal Systems Support Family; ↔ IBM Education Centers; ↔ IBM Anti-Virus Service
- ↔ HelpPacks - flexible, cost effective way to purchase network technical support via phone; ↔ Breadth of distribution and support by third parties
- ↔ IBM services complete solution (adapters, displays, memory, etc.)
- ↔ 30-day money back return policy

PRODUCT FEATURES

- ↔ Comprehensive choice of bus architecture: ISA, Micro Channel®, EISA, VL-Bus, PCI, and PCMCIA™
- ↔ Comprehensive line of servers, desktop, monitors, and notebooks
- ↔ Complete line of options/peripherals (Options by IBM™)
- ↔ Superior asset management and systems management via NetFinity™ software
- ↔ Preloaded operating systems and applications
- ↔ NET Select - preconfigured networks from IBM direct
- ↔ Operating system publications included
- ↔ Op sys diskettes (or utility to cut diskettes) included
- ↔ Extensive embedded diagnostics
- ↔ Gold connectors for memory (vs tin connectors)
- ↔ Extensive security features (C2 compliant)
- ↔ ISO 9241-3 compliance
- ↔ Choice of 84 or 101 key keyboard (click or rubber dome) with mouse or TrackPoint II
- ↔ Excellent keyboard feel (studies show IBM 7-10% more productive)
- ↔ Vital Product Data (VPD) enabled (many models)
- ↔ Numerous hardcopy documentation
- ↔ Serial number in front; ↔ FCC Class B certified

More service and support than you'll find anywhere else in the industry. No other computer manufacturer offers so many valuable services.

HARDWARE/SOFTWARE COMPATIBILITY

- ↔ Nothing is as "IBM Compatible" as an IBM system
- ↔ IBM supports open architectures; ↔ Netware-certified
- ↔ Software vendors develop on IBM systems

VENDOR STABILITY

- ↔ Financial health/resources/stability of manufacturer
- ↔ Reputation, longevity of vendor; ↔ 32,000 computer patents
- ↔ Resources for problem resolution, testing, development

QUALITY/RELIABILITY

- ↔ IBM PC Company lab in Boca Raton has received ISO 9001 certification for quality in design and scope of Premium, Server, and Value brand systems
- ↔ PS/2, ValuePoints™, Mobile, Servers come with a Supplier's Declaration certifying compliance with standards in product safety, ergonomics, emissions, thermal, and acoustics; ↔ IBM manufacturing sites are ISO 9002
- ↔ Superior manufacturing techniques; ↔ longer useful life
- ↔ Best parts, materials, and components in industry
- ↔ Each model has same parts (vs different video card in "same" model); ↔ High quality documentation
- ↔ Quality assurance (advanced, high-level stress testing)
- ↔ Advanced operating system testing, network testing, WAN bridge testing prior to announce of products
- ↔ 3,000 tests during product development cycle
- ↔ IBM systems rank higher in MTBF, DOA, and annual failure rates per ComputerWorld; ↔ Highest resale value

TECHNOLOGY LEADERSHIP

- ↔ Research and development investments
- ↔ Microprocessor development and manufacturing
- ↔ IBM sets and complies w/ industry and government standards
- ↔ IBM standards and testing exceed industry standards
- ↔ Meet numerous standards/guidelines established by national, European, and International organizations
- ↔ Large enterprise solutions vendor
- ↔ Experience and strength in **network**, WAN environment

OTHER ISSUES

- ↔ **Lower electrical cost with Energy Star monitors, ThinkPads, and most ValuePoints**
- ↔ **Low heat generation; ↔ Low noise generation**
- ↔ **Environmentally conscious company (no CFCs used)**
- ↔ **Use unbleached kraft boxes (not bleached or painted)**
- ↔ **"IBM" name portrays a quality image to customers**
- ↔ **Peace of mind dealing with world's largest PC manufacturer; ↔ Data and system integrity**
- ↔ **Leasing from IBM Credit Corporation and lease plans**
- ↔ **Worldwide products, parts, service, and support**
- ↔ **Meets/exceeds health, safety, ergonomics standards**
- ↔ **Available from many channels (IBM, dealers, VARs)**
- ↔ **Customizable solutions, infrastructure support offerings, and integration expertise**
- ↔ **Trade-in program on old PC's**
- ↔ **Survey by McKinsey & Co. and Intelliquest reveal customers will pay a \$295 premium for IBM systems**

PRICE vs COST

Compare the cost of the product over its life, not just initial price. **Initial price is only 15%** of system cost over a 5 yr period. Although the IBM price may be higher, it will more than make up its higher price as it is less expensive under the 85% costs. Consider the savings

IBM	Price	15%	Clone	due to the 3 year on site warranty, the life cycle benefits (above), or reduced downtime due to quality, 4 hour response, or parts availability.
\$ _____	Standard features value		\$ _____	
\$ 0	3 year warranty		+	
\$ 0	Warranty: on site, response time		+	
- _____	Depreciation tax savings (minus)		- _____	
- _____	Residual value (minus)		- _____	
\$ 0	Service/parts value ¹	85%	\$ _____	A Gartner Group study revealed that the cost of ownership over 5 years (\$40,124) is less than 15% hardware , 14% administration (installation, changes, security), 15% support, and OTHER COSTS (end user operations, service, preventive maintenance, compatibility, appl dev, learning, data mgmt, operating costs, system downtime) being 56%.
\$ 0	Support value ¹		+	
\$ 0	Product features value ¹		+	
+	Maintenance cost after warranty		+	
\$ 0	Compatibility value ¹		+	
\$ 0	Vendor stability value ¹		+	
\$ 0	Quality/reliability/tech value ¹		+	
\$ _____	Other issues value ¹		+	
\$ _____	Total Cost		\$ _____	

¹ See features listed above