

**THE ALTOS
VAR
ADVANTAGE**



Our commitment to the Altos reseller is demonstrated by the following comprehensive package of support programs and services that give you **The Altos Advantage.**

From the moment you sign on, you automatically receive programs and services designed to help maximize your sales and profits. The focus of this support system ranges from education and sales training, to sales and marketing assistance, to technical support and service, to national advertising.

Resellers are vital to our sales, our growth, and our success. Because at Altos, we employ no direct sales force to sell our products. It's a simple fact; resellers represent Altos in the marketplace and have consistently sold, serviced and supported Altos users for over ten years.

We listen to our resellers, too. When our resellers request new programs and services designed to help them sell more efficiently, we respond. Maybe that's why our resellers consistently rate us tops in the industry for commitment to resellers.

Products, service, support, and commitment to resellers: it all adds up to "The Altos VAR Advantage."

- **The Altos Roadmap**

A reference guide of all Altos programs and services. The Road Map is a "One Step" directory, designed specifically as an informational tool for the reseller. To eliminate any confusion, a summarized description of each program/service, instructions on how to use it, and department phone numbers, are included.

- **The Altos Reseller Kit**

A collection of information on Altos programs, literature, and software information designed to assist resellers in their Altos marketing and sales efforts.

A must for new resellers looking to "hit the ground running." Sent to new resellers at no charge, upon receipt of the Altos Reseller Profile.

- **The ASAP Program**

ASAP is a program that is designed to increase resellers productivity in vertical markets. The program offers independent software vendors an opportunity to promote and market their prequalified products to Altos resellers. The objective is to increase awareness for both the reseller and software vendor. This is done through joint seminars, mailing programs, and industry-specific trade shows.

- **Teamwork In Technology**

A comprehensive one-day event that highlights the third-party vertical software vendors, hardware, software, marketing and support programs. This is provided by Altos at no charge for all existing resellers, prospects, and end-users. These nationwide seminars are sponsored by ASAP on a monthly basis and are designed to give resellers an opportunity to see and work with specific product demonstrations. Resellers can also obtain updated information about the complete business systems available.

- **Vertical Marketing**

A program that provides Altos resellers with free, comprehensive education, information, and consultation for successful selling to selected vertical markets. This program provides Altos resellers access to market managers to help you in particular industries and vertical markets. These market managers can provide information regarding specific software applications, Independent Software Vendor (ISV) support, insight into the market, success stories and selling strategies, as well as, marketing support. Current vertical markets focused are: Manufacturing, Wholesale/Distribution, Health Care, Retail/Point of Sale, Accounting, Construction, Legal, and State & Local Government.

- **Altos National Advertising**

To aid resellers in their sales efforts, Altos offers product recognition advertising campaigns aimed at the end-user and scheduled to run in targeted end-user and computer publications. These "leads creating" advertisements are designed to emphasize "solutions" to an end-user's specific need.

- **End-User Lead Referrals**

This program gathers, qualifies, and distributes leads to eligible Altos resellers. Prospects are matched with appropriate geographic and vertical market resellers within one day of their inquiry. To qualify for lead referrals, resellers must complete an Altos Reseller Profile and meet the criteria requirement.

Sources of the leads include Altos advertising, direct mail, trade shows, and the toll-free hotline (1-800-ALTOS-US).

- **Cooperative Advertising**

A sales and marketing program designed to assist Altos Resellers (as authorized by your local District Sales Manager) with the promotion of their name and the Altos product line. Co-op funds are accrued automatically as Altos products are purchased from an Authorized Altos Distributor. Eligible and approved expenses are reimbursed at 100%. Reimbursable expenses include: advertising, direct mail, trade shows, collateral material, Altos training, and Altos Company Store purchases.

- **Altos U.S.**

A domestic hotline support group designed to assist resellers with information relating to pre-sale issues and inquiries. Some of the areas covered by the Ask Altos staff are the Altos product line (hardware and software), third party software referrals, competitive analysis, and general questions about Altos. (1-800-ALTOS-US)

- **Merchandising Tools**

Our merchandising tools provide you with product release data sheets, ad reprints, and advertising materials. A variety of slide presentations, in-depth financial information, and Altos-Logo'd promotional material is also available. These tools will help you sell the Altos story clearly, concisely, and effectively— just give us a call!

- **Altos News**

A monthly newsletter designed to keep resellers up-to-date on upcoming events, programs, and products of interest. One copy per reseller is complimentary; additional copies are available for a nominal cost.

- **Altos Road Show**

A series of half-day presentations held annually in major cities across the country. These shows provide resellers exposure to the latest advancements made within Altos and are in addition to the numerous national trade shows where Altos exhibits.

- **Reseller Advisory Board**

A group of selected resellers from all over the country who meet once a year with Altos management. Discussions cover current issues with products, programs, services, and all other aspects of selling Altos systems. Meeting action items are documented and followed-up to track pertinent issues.

- **The Porting Center**

A one-step facility designed to assist third party-independent software vendors and VARs in porting their software to Altos hardware. Located at corporate headquarters, it is staffed by experienced technical personnel and includes Altos hardware, supported operating systems, languages, and communication software. Regional Porting Centers are located in Altos regional sales offices and available by appointment.

- **Customer Support**

The ability to offer Altos On-Site service to your customer means credibility for you. Remote diagnostics are employed to reduce the time needed to troubleshoot a problem. When necessary, the over 200 U.S. affiliate service offices are on-call to provide rapid, on-site service of field replaceable units of your customer's system. To ensure your customer's satisfaction with the service you provide, Altos manages the solution to system problems until they are solved. The Altos

On-Site program also provides a profit opportunity for you because you benefit from every Altos support contract you sell.

- **Technical Support**

Altos provides resellers with high quality and timely support on technical issues. The level and speed of support depends solely on the needs of the reseller and the service selected.

- **The Education Center**

Training on a series of Altos hardware and software products is offered to all distributors, resellers, and end-users. Classes are regularly scheduled and conducted at the Education Department in San Jose, CA, as well as many other locations throughout the United States.

- **Competitive Analysis**

This program offers information on a number of competitive hardware platforms varying from product specifications, to price lists, to detailed system analysis. Benchmarks are also available for most systems in preparing performance results.

- **Direct Mail Program**

A program designed to assist resellers in a cost-effective direct mail program in order to generate leads in your vertical niche. To date, we provide two types of mailers: 1) "Solutions" piece and 2) Vertical glossies in eight

markets, (including manufacturing, wholesale distribution, construction, healthcare, state & local government, and retail/P.O.S.) that are personalized specifically for your company.

- **Faststart Seminars**

These seminars are designed to give resellers an overview of Altos. The seminars are generally one day and include information on Altos hardware, software and support programs. In addition, seminars will be held to keep you abreast of new product announcements as well as marketing strategies and product positioning.

- **Software Demonstration Purchase Program**

Two tiers of application software are available. Tier I provides you with a limited version of Altos' office automation and accounting tapes. Tier II allows you to purchase fully functional application software at 55% off list price for your demonstration purposes.

- **Hardware Demonstration Purchase Program**

This program is designed to assist our resellers in their sales efforts by providing a flexible program for purchasing demonstration systems. This program allows you to obtain the latest 386-based systems from Altos at a significantly reduced price.

- **Dealer Mailings**

Communicating to our VARs is important to us. In order to keep our resellers informed, Altos sends out two mailings per month. These mailings include information such as hardware and software product/program announcements, new collateral and product brochures as well as software newsletters, and third party information.



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