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Global Asset Recovery Services - IBM Global Financing

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Why IBM Certified Pre-owned Equipment

ASCDINATD Europe Conference - Venice, Italy

June 19 - 21, 2013



Agenda - What we'll be covering

- GARS Introduction
- About IBM Certified Pre-owned Equipment
- Broker Benefits
- Contact Information

What makes an experience uniquely ...

IBM Global Asset Recovery Services?

IBM Global Asset Recovery Services Highlights

- IBM Global Financing serves commercial clients ranging from small businesses to the majority of the Fortune Global 100 companies.
- IBM Global Financing, the world's number one IT captive financier, has a total asset base of \$38.9 billion, operates in more than 50 countries and spans 22 industries.
- In 2012, total GARS sales revenue was approximately \$2.1B, or 52% of IGF's total revenue.
- GARS remanufacturing and refurbishment operations processed approximately 741,000 units (or 14,250 units per week), of which 88.3% of the units were prepared for reuse and resale.
- GARS has helped clients achieve IT asset disposal for over 30 years
- IBM itself utilizes IBM Certified Pre-owned Equipment internally for a number of critical workloads

Critical values that GARS delivers



Sustainability

Remanufacture, Reuse, Replenish



Affordability

Reducing total cost of transformation



Trusted Advisor

Partnering for smarter IT asset
management

The technology leader in smarter IT asset management
that accelerates technology, business, and social transformations
for our clients and employees

IBM Certified Pre-owned Equipment (ICPE)

What it is:

- Fully refurbished and tested to IBM standards
- IBM maintenance qualified
- 90-day quality satisfaction guarantee with IBM maintenance contract
- Wide range of equipment available off the shelf or custom-configured.
- Current and prior level technology solutions at a fraction of the original price

Benefit to Client:





- Allows clients to remain standardized on prior level technology
- Enables the recycling of recovered equipment through the resale of Pre-Owned assets including PCs, mainframe servers, storage, and networking products
- Provides factory refurbished equipment that is tested and guaranteed
- Helps to reduce the total cost of ownership and maximizes value from investments

Benefit to Seller:

- Drives higher profit



IBM GARS Product Offerings

<p>PC's</p>	<ul style="list-style-type: none"> ▪ 1 experienced Remarketing Manager ▪ PCs and peripherals from Lenovo and other manufacturers 	
<p>IBM Storage</p>	<ul style="list-style-type: none"> ▪ 1 experienced Remarketing Manager ▪ Storage - Midrange and High End Disk Systems and Tape Systems (DS8000, XIV, Storwize, etc.) ▪ Storage upgrades with microcode 	
<p>IBM Servers</p>	<ul style="list-style-type: none"> ▪ 2 experienced Remarketing Managers ▪ Power - Midrange and High End (POWER7 C/B-model, POWER6 or 5) ▪ Power upgrades with microcode ▪ Power - iOS license ▪ System z - EC or BC 	
<p>Non-IBM (OEM)</p>	<ul style="list-style-type: none"> ▪ 1 experienced Remarketing Manager ▪ Non-IBM Surplus Equipment and/or non-IBM Used Equipment hardware 	

Pre-owned equipment sales through Brokers

Partnering for pre-owned equipment

GARS has helped clients achieve smarter IT asset management for over 30 years

- Brokers can source equipment directly from IGF GARS and apply their own markup for sale to the end-user. Broker margin can be in the double-digits:
 - Utilize the PTX Inventory Tool
 - Work with your Europe GARS Seller



GARS's Broker Sales Contacts

- **Greg Knox** – Team Leader, Focus Areas: PC's and IBM Storage (Europe)
 - +49-7032-15-1716, gknox@de.ibm.com

- **Cesy Pisani** – Remarketing Manager, Focus Areas: IBM Servers (France, Italy, Spain, UK)
 - +39 02 596.26666, cesy_pisani@it.ibm.com

- **Peter Viuf** – Remarketing Manager, Focus Areas: IBM Servers (Denmark, Germany, Netherlands, Sweden)
 - +45 2880 4577, viuf@dk.ibm.com

- **Ryan Myall** – Remarketing Manager, Focus Areas: Non-IBM (OEM) and Large Deals
 - ryan.myall@cz.ibm.com

Aiming to delivering a superior Client Experience?

- Skills – understanding our clients, products, best practices
- Availability of the right inventory
- Market based pricing
- Investment in building relationships
- Investment in building market presence
- **What is holding you back from delivering a superior client experience?**
- **Leverage IBM GARS to deliver a superior Client Experience**
 - Engage IBM GARS
 - Leverage IBM Certified Pre-owned Equipment
- **Schedule meeting with our team of Remarketing Managers**

IBM Third Party Practices & Support

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Agenda

- Third Party Industry Mission
- Third Party Support & Contact Information

Third Party Industry Mission

- **Support "Third Party" customers**

- **Customers Categories:**
 1. Leasing Companies
 2. Brokers & Dealers
 3. Refurbishers
 4. Maintainers (TSS coverage in EU)

- **Note:** Excludes end users, Business Partners, InfoPrint, ICC/IGF/IFA/GARS or Lenovo.

Third Party Industry Mission

- **Typical Activities:**

- Answer questions raised by our customers, drawing on IBM resources, as needed.
- Explain IBM's terms, practices and procedures.
- Enter or facilitate customer orders (ECA, Imports, etc).

- **Summary** – Our team is your interface to IBM.

IBM's Third Party Support

- **Tim Glinski** – Program Director of Third Party Support
- +1 616-942-3886, tpglins@us.ibm.com
- Typical Focus Areas:
 - IBM Customer Agreement (ICA)
 - IBM Agmt for Machines (IAM)
 - Agmt for Order Assignment (AOA)
 - Maintenance
 - Customer Bulletins:
 - Multiple Systems Supplier Bulletin (MSSB)
 - Sale of Maintenance Parts
 - MES (Misc Equipment Specification)
 - Hourly Services Bulletin (HSB)

IBM's Third Party Support

- **Ann Jensen** – Program Manager
- +1 720-395-1973, jensena@us.ibm.com
- Typical Focus Areas:
 - Counterfeit and Misbranded
 - ASCDI Anti-Counterfeit Committee
 - Reestablishment Fee (RF)
 - Logo and Trademark
 - Power Systems Licensing
 - Misc Broker and Dealer Transactions