

Trade-In Program

There's never been a smarter way to trade up to new IBM technology!

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Key Strategic Benefits

- ☒ Lowers net cost to customer on purchasing new IBM technology
 - f* Cash back for IBM & non-IBM parts and systems
 - ☒ HP * Compaq * Dell * Gateway * Cisco * EMC * Toshiba * Sony
 - f* Cross brand – “From mice to mainframe!”
 - ☒ Desktops * notebooks * Intel / Unix / midrange servers
 - ☒ Printers * components * networking hardware * storage * mainframe
- ☒ Cash back for spare parts on the floor
 - f* Increase profitability from custom-configurations or upgrades
- ☒ Alternative buy back channel for customer returns / demo units
 - f* Minimizes returns!!
- ☒ Cash back to Business Partners for excess / aged inventory
- ☒ Supply channel for discontinued IBM hardware requirements
- ☒ Recycling services for obsolete hardware
 - f* Provides end-to-end solution for lifecycle management

General Trade-In Guidelines

- Hardware within 3 1/2 years of age = \$\$
 - Hardware older than 3 1/2 years = recycling services
 - (20+) desktops, monitors, printers, components
 - (10+) notebooks
 - (1+) Intel / Unix / midrange servers, networking hardware, storage devices, mainframe, with minimum \$1,000 residual value
- ✓ Qualified leads = hardware available for pickup within 30 days

Did you know.....?

- ✓ It does NOT have to be a like-for-like trade-in!!
 - ➔ Customers may trade-in their Cisco routers & switches and buy new IBM Thinkpads!
 - ➔ Customers may trade-in their Toshiba notebooks and buy new IBM xSeries or pSeries servers!
- ✓ It does NOT have to be a 1-1 trade-in!!
 - ➔ Customers may trade-in (500) Dell desktops and purchase (50) new Thinkpads!
 - ➔ Customers may trade-in (10) HP 9000 units and buy (1) new IBM pSeries server!
- ✓ Customers may receive cash-back OR credit towards their new IBM purchase!

Fast & Flexible Process

1 Submit trade-in quote request

- Include quantity, manufacturer, model / part number, configuration / description, date of availability
- Send to: tony@pctradein.com or online at: <http://www.pctradein.com>

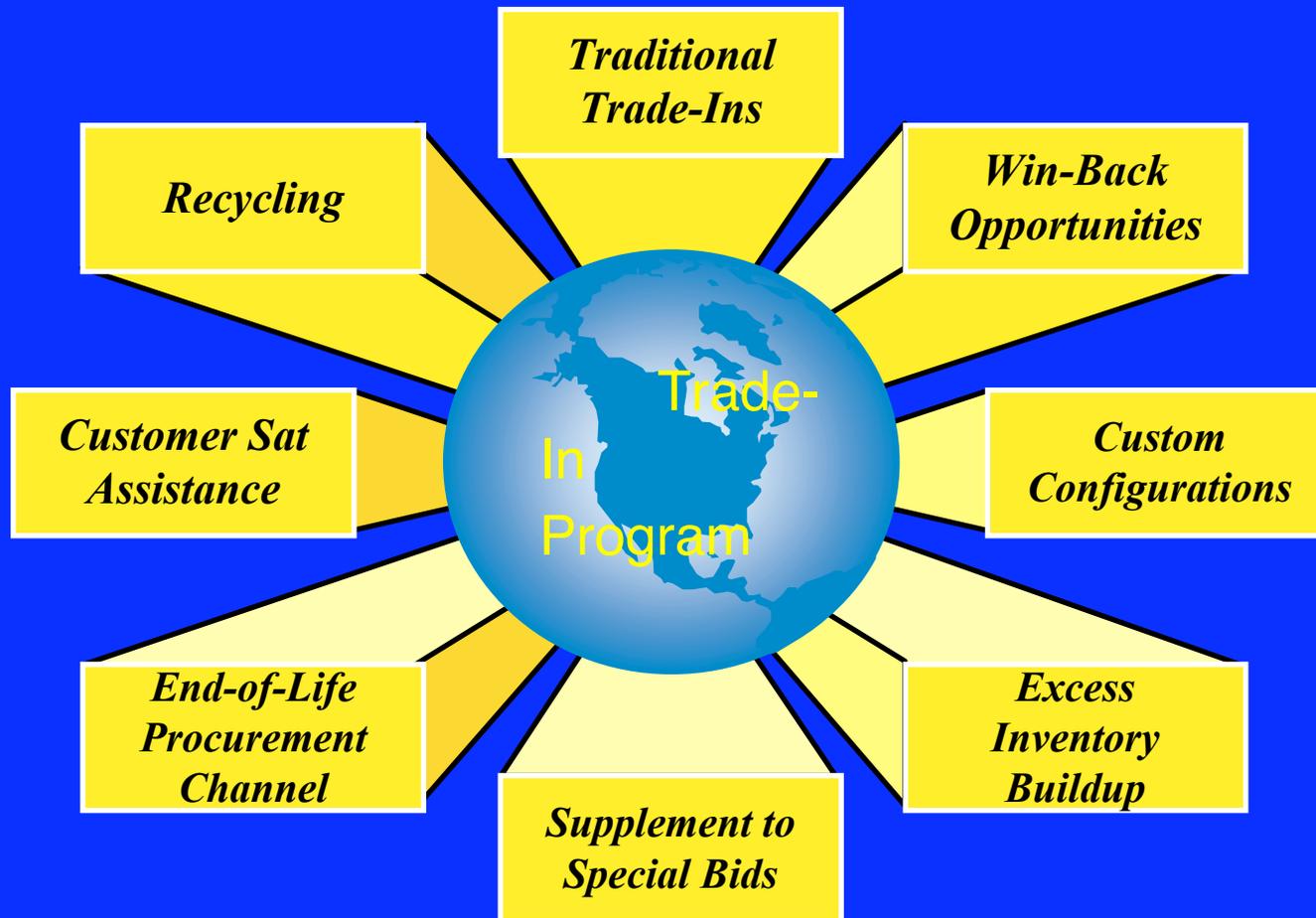
2 Receive price quote

3 Prepare equipment for pickup / ship to T-I-P

4 Receive payment within 10 days from testing!

- Cash-back proceeds may be sent directly to IBM, IBM Business Partner, or End-User

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Call 888-IBM-CASH for Details