

LIFECYCLE

P C M A N A G E M E N T P R O G R A M

AST
COMPUTER

LIFECYCLE

THE AST® SYSTEM FOR MANAGING THE LIFE OF YOUR PCs...
AND MANAGING YOUR INVESTMENT

Buying PCs is no longer just a matter of finding the right technology and the best purchase price. As computers are more and more integral to your business process, there is one on every desk -- and new costs associated with every computing decision.

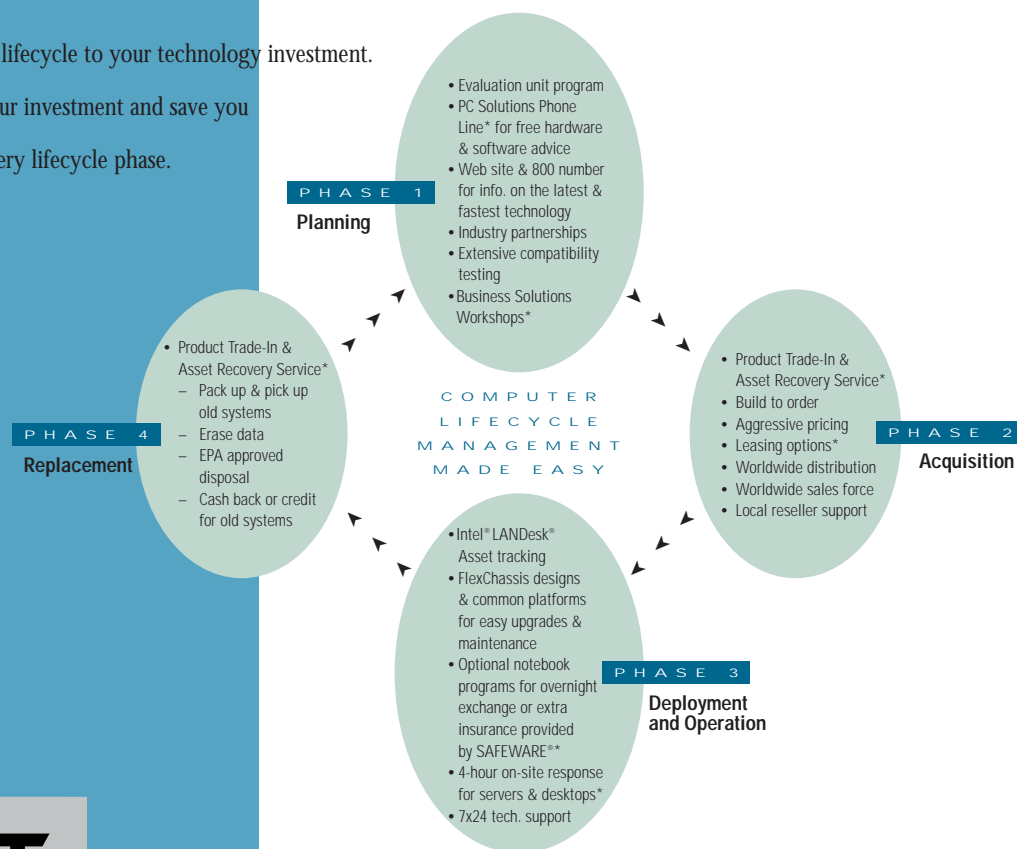
But that doesn't mean there's not a smarter way to manage it all.



When doing business it's always advantageous to look at the bigger picture, and managing your PCs and your computing environment is no different. A careful look at the big picture...at the entire span of your PC investment gives the concept "lower cost of ownership" new meaning.

There is a complete lifecycle to your technology investment.

Let AST protect your investment and save you money through every lifecycle phase.



AST
COMPUTER

PHASE 1 Planning Where to begin? Technology planning and evaluation can take time and money. But now, your company can take advantage of AST's free PC Solutions Phone Line. Call us at 888-367-3493 with your business scenario, and we'll fax back complete hardware and software recommendations within 72 hours, free. It's the kind of information you expect from a total solutions PC provider. A quick visit to our web site at www.ast.com can get you immediately up to date on the latest and fastest computing



technology available. If you don't spend a great deal of time reading through computing publications, this is a great short cut to valuable information.

Once you have narrowed your choices, the evaluation process can still take time and money.

So AST offers an evaluation unit program which allows you to try a new system free for 60 days.

And, if you decide to purchase the unit, it's yours at a significant discount.

PLANNING

We've even saved you money in ways you may not notice directly. All our hardware has undergone extensive compatibility testing to ensure extra expense is minimized when migrating to new systems and software.

The Business Solutions Workshops which are part of our Entrepreneurial Edge services for small to mid-size businesses give your company a competitive advantage – free. Just for being a part of the program, you have the opportunity to attend these exceptional educational workshops from an independent executive skill development firm. Each is designed to give your company an important competitive edge with valuable information on growing your business.

PHASE 2 Acquisition

Lack of product availability can be a problem as well. AST's industry partnerships, plus our build to order program, ensure the best possible product availability even in the wake of industry shortages. You can't afford to make a decision, and then waste time waiting for delivery. Our worldwide distribution and worldwide sales force are at your disposal to make the purchase of your company's business systems efficient from anywhere around the globe. And, if your needs warrant special attention, our Premier Partners Program for major account customers offers an assigned dedicated team to handle your business.

ACQUISITION

To help with asset management, and to preserve your capital resources, AST offers several outstanding Leasing Options as part of our Financial Services Program. Leasing can often allow your company to acquire higher performance equipment than you thought you could afford if purchasing outright. Our optional technology refresh plan allows you to incorporate automatic system upgrades at specific points throughout the lease term, protecting you against technological obsolescence. AST also offers competitive rates and flexible lease terms, from 12 to 69 months!



For smarter cash flow management, we even offer seasonal adjustments which allow you to skip payments during certain periods of the year or adjust payment schedules to match your business cycle. We even allow deferred payment plans of up to 12 months. Or, we'll buy your existing equipment and lease it back to you under one of these plans. Most importantly, your lease includes 100% of all the "soft costs" that may otherwise surprise you... shipping, software, installation, training and maintenance are all covered!

*Contiguous U.S. only

Finally, our Asset Management Reports provide information on every asset you've leased such as serial numbers, cost centers, or system configuration. And with Intel LANDesk Asset Management software installed on every desktop you'll be able to track the physical location of your PC. So, when it's time to upgrade or replace your systems you can easily find them.

PHASE 3 Deployment + Operation Once again, AST is searching for innovative ways to save you time and money. Our product designs include features such as the AST FlexChassis that allows for easy servicing with just the push of a button. Time-saving features like this, plus common platforms ensure upgrades and maintenance are easier than ever.

In addition to our generous standard warranties, our optional warranties include ExpressONE™, an Overnight Notebook Exchange service, which replaces your notebook with a fully functioning substitute no matter where you are in the contiguous U.S. and Canada. Guardian Care™ optional warranty service with 4-hour on-site response, is available on our desktops and servers, making the management of your systems easy should a problem arise. And AST offers optional AssuranceONE™ notebook insurance provided by SAFEWARE, which provides U.S. (including Alaska, Hawaii and Puerto Rico) protection against theft or damage – similar to car insurance. In total, AST has the most complete range of security features for any brand of notebook, desktop or server.

Our comprehensive service programs include 7-day-a-week, around the clock tech. support on AST hardware and software. We also offer 24-hour application help desk support for 50 of the most popular software applications through National Tech Team®. Users can either call an 800 number, or access the service on the Internet through the service and support section of AST's website. These calls have no time limits per incident, and National Tech Team offers a 100% satisfaction guarantee, or you won't be charged for the call. Finally, Intel LANDesk Asset Management software makes your computer systems easy to track. You can now have immediate access to your networks and systems hardware and software configuration status and physical location. It's the finishing touch on a smarter way to manage your assets.

PHASE 4 Replacement When it's time to purchase new systems, your business is usually stuck with ones that are obsolete – the disposal of which can prove problematic. Many companies don't even realize that the EPA maintains disposal guidelines which must be adhered to as well. With AST's Product Trade-In Program and Asset Recovery Service, we'll not only pack up and dispose of your old hardware (regardless of the brand), but in most cases we'll give you cash back or credit towards your new AST purchase. It's easy and efficient, saving you time and expense. Most importantly, we'll eliminate your exposure to potentially expensive EPA fines.

Of course, our Trade-In and Asset Recovery Service comes into play as critically in the acquisition of new systems as it does in the retirement of old ones. It's where the cycle comes full circle. And where AST can lower your cost of ownership, and help manage your investment — the keys to a smarter Lifecycle Management.



REPLACEMENT

AST, AST Computer, and the AST logo are registered trademarks; Working for your business, ExpressONE and AssuranceONE are trademarks and Guardian Care is a service mark of AST Research, Inc. SAFEWARE is a registered trademark of The Safeware Insurance Company. National Tech Team is a registered trademark of National Tech Team Corporation. National Tech Team is an independent contractor not affiliated with AST. AST is not responsible for any damage to software and/or hardware, data loss or any other damage, arising out of the activities of National Tech Team or their representatives. All other product or service names mentioned herein may be trademarks or registered trademarks of their respective owners. The information in this brochure is subject to change without notice. AST Research, Inc. shall not be liable for technical or editorial errors or omissions contained herein; nor for incidental or consequential damages resulting from the furnishing, performance or use of this material. Copyright © 1997, AST Research, Inc. All rights reserved. Printed in U.S.A. U.S. English Version 11/97 040006-804

AST
COMPUTER

Working for your business.™