

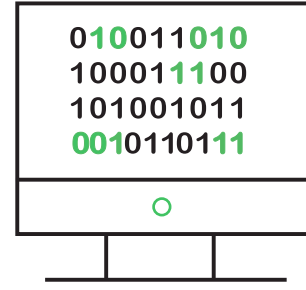
A simpler and more profitable route to market



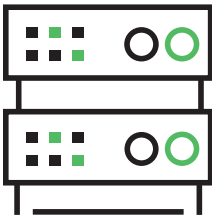
GET TO MARKET LIKE NEVER BEFORE!

You're focused on developing game-changing software applications that reach maximum potential in user experience. Offering your application as a turnkey solution means not only performance benefits for your customers, but reduced support costs for your business.

But for many software companies, this might mean choosing between achieving higher profit margins in a software-only model and making it easy for their customers to consume their applications with a plug and play solution.



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HARDWARE AS A VEHICLE FOR PERFORMANCE-BUILT SOFTWARE APPLICATIONS

A turnkey hardware platform can be optimal for your software by:

- Helping you control overall end-user experience.
- Providing optimal performance of your software and less support issues.
- Offering your customers choice in how they consume your application.

But as a software company, there is a lot to consider:

- ? Will managing the hardware take time and resources away from software development?
- ? Could unpredictable support issues arise from customers sourcing their own hardware?
- ? Can profit margins be impacted by the hardware part of the solution?



ENJOY THE BEST OF BOTH WORLDS

With the Avnet Direct Connect program and Lenovo On Demand, software companies get the benefit of a traditional OEM model with a validated Lenovo based platform, all with the financial advantages of remaining in a software only model.

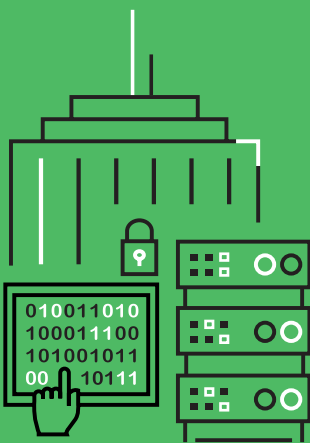
AN OPTIMIZED LENOVO HARDWARE PLATFORM FOR YOUR APPLICATION:

Why deploy your software on a validated Lenovo-based hardware platform?

- ✓ #1 in reliability and customer satisfaction
- ✓ Ranked top 25 for supply chain excellence*
- ✓ 60 months of continuity with long life servers
- ✓ Standard warranty applicable in 165 countries
- ✓ US-based global data center headquarters



/DIRECTCONNECT



AN OPTIMIZED SOLUTION FOR YOUR BUSINESS:

Avnet Direct Connect is a financial service that offers a low- to no-touch model for hardware transactions with your customers. Here's how:

- ✓ Helps you find the right Lenovo technology
- ✓ Validates your configurations
- ✓ Sets up a custom branded B2B portal for your solutions
- ✓ Manages hardware transactions with your end customers
- ✓ Delivers and services your solution globally

THE RESULTS?



INCREASED
PROFIT MARGINS



STREAMLINED
OPERATIONS



REDUCED
SUPPORT COSTS



FIND YOUR COMPETITIVE ADVANTAGE WITH LENOVO AND AVNET INTEGRATED

With the right data center technologies from Lenovo and end-to-end solution management from Avnet Integrated, you can focus more on the innovation that helps your product stand out in the marketplace.

Imagine what markets you could access next with the hardware handled.

For more information please contact us at integrated@avnet.com