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The Competitive Advantage
for Software Companies

GREAT LAKES ELECTRONIC **GLED** DISTRIBUTING, INC.

Microsoft
CERTIFIED
Partner

intel
premier

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GREAT LAKES ELECTRONIC **GLED** DISTRIBUTING, INC.

The ISV Partnership Program:

■ At Great Lakes Electronic Distributing, Inc. **(GLED)**, we understand that choosing a hardware provider can be a complicated matter for you and your customers. So we've made it as simple as possible – with the **ISV Partnership Program**, designed for any software company wanting to increase sales volumes and improve customer satisfaction.

Choose our **Referral** option if you want GLED to handle the sales, delivery and support of all hardware. Just refer your end-users to us and let us do the rest! You'll be free to focus on developing and marketing your software and we'll pay you a commission for every order placed.

If you prefer a more hands-on approach, you can **Source** hardware directly from GLED. We'll simplify your current hardware management processes – we hold stock on your behalf and, if you want, we deliver systems directly to your end-users - bringing you valuable cost savings and efficiencies.

Whichever option you choose, you can be assured of the highest quality service from GLED. We will work closely with you to develop a customized program that meets your needs and we provide your end-users with our dependable, award-winning Elite Systems line of custom-built PCs.

How it Works:

■ GLED works with you to develop a custom hardware configuration that supports your software.

GLED provides an on-line e-commerce site where your staff and/or end-users order hardware.

GLED builds each system to order, preloads your software and then tests it in accordance with your instructions.

GLED can ship systems directly to your end-user saving you time and effort.

GLED provides full support for all hardware placed on your behalf.

How You Benefit:

■ **Increased Sales Closure**
Make yourself more attractive to customers by offering an end-to-end solution.

■ **Reduced Deployment Times**
PCs arrive at your customer ready for use. We save you the cost of a field visit to install software.

■ **Reduced Inventory Overheads**
There is no need for you to hold surplus stock at your premises.

■ **Refocus on Core Business**
You can get on with the business of developing your software and looking after your customers while we handle all the hardware issues.

■ **Reduced Support Costs**
We support all hardware and simplify your problem identification and resolution processes.

■ **Regain Control**
We stabilize the hardware configuration and provide you with control over the end-user environment.

■ **Improved Customer Satisfaction & Retention**
We make your customers' lives easier by saving them time and money!

■ **Increased Profitability**
More sales, faster deployment, happier customers!

At **GLED**, we are committed to providing you with the best value products and services. That commitment is what makes Great Lakes Electronic Distributing the natural choice for meeting your hardware needs. To find out more about how GLED can help drive your profitability, **call one of our Business Development Managers today at 1-800-831-0035**.

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