

Demand Driven Remarketing

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Why do users buy Remarketed equipment?



Maintain a standardised platform

Economic drivers

'Green' impetus

...and Who buys remarketed equipment?

Why do users buy Remarketed equipment?



Maintain a standardised platform **PAST**

Economic drivers **PRESENT**

'Green' impetus **FUTURE**

...and Who buys remarketed equipment? **EVERYONE**

Customers want to 'consume' more of the same product that they already have

They want homogenous environments to keep support and maintenance costs down

They want to maintain a stable platform for application purposes

Customers cannot afford to migrate their whole environment to a new platform

They cannot afford to maintain differing platforms

‘Good enough computing’ – where previous generation technology is sufficient for the need

- software cycles are longer than hardware cycles

'Green' companies want to show they are green

- demonstrate their own green credentials to their own customers by using re-used product

Companies wishing to make a contribution

- utilise reconditioned equipment to reduce CO₂ impact, as opposed to buying New for all needs
- exploit the original raw materials, resources, and energy used at the first point of manufacture
- keeping product within the developed economies

Demand will drive a response from the OEMs

Customers will want a 'one-stop shop' – to deal with the original supplier for such product needs

- as well as the independent market

'Extended Manufacturer Responsibility' – to provide options after the first lifecycle of use, and before disposal as e-waste

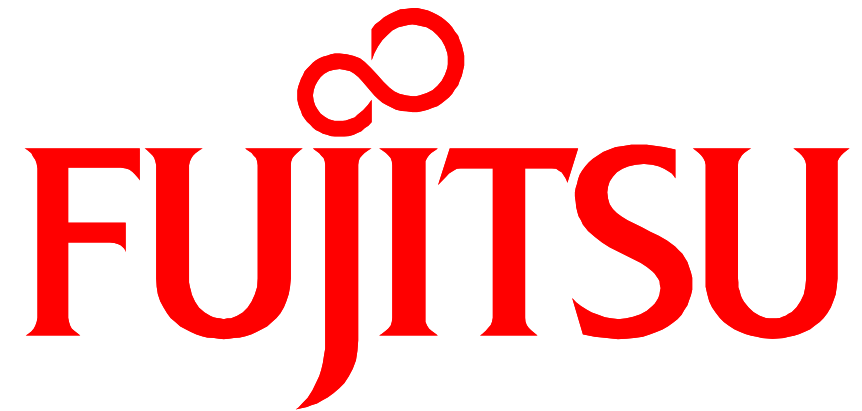
Not the whole IT solution, nor for every company

Remarketed product has relevance for most companies, as a part of their overall platform solution

The combination of economic drivers and the 'need to be green' will drive further demand

- standards for re-use, accreditation, peace-of-mind

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THE POSSIBILITIES ARE INFINITE